



AGENCY INC Presents

Kitchen Company 2021 Planning

March 2021

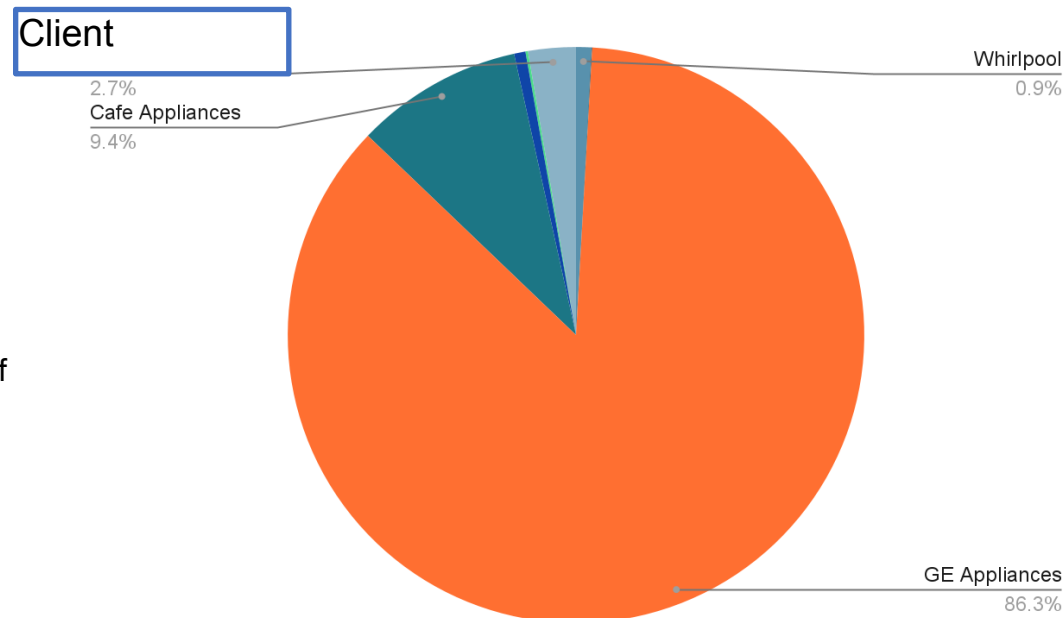


METHODOLOGY

- Industry: **Kitchen Appliances**
- Keyword: **professional-style kitchen appliances**
- Priority: **New Leads**
- Landing page: landingpage.com
- Monthly marketing budget: **\$2,000 - \$10,000**
- Focus on: **Awareness, Consideration, Conversion**
- Primary marketing KPI: **Leads**
- Secondary marketing KPIs: **CTR, Website visits**
- Target country: **United States**
- Target type: **End customers**
- Demographic profile: **Male, ages 31-50**
- Home: **Home owner, First time home buyer**
- Employments: **Employed, Self-employed / freelance, Retired**
- Audience interest: **Home & Garden, Cooking, Entertaining, Remodel, Cooking Shows, Remodeling Shows**
- Main competitors: [Whirlpool](#), [Samsung](#), [GE Appliances](#), [Cafe Appliances](#), [Cosmo Appliances](#), [Empava](#)
- Main competitive advantage: **Professional quality, Affordable, Warranty**

ASSESSING YOUR INDUSTRY AND SECTOR OF OPERATIONS

1. GE Appliances has 86.3% of website traffic across the seven websites.
2. Cafe Appliances has 9.4% of website traffic across the seven websites.
3. Client has 2.7% of website traffic across the seven websites.
4. Whirlpool has 0.9% of website traffic across the seven websites.
5. Cosmo Appliances, Samsung, and Empava have less than 1% of website traffic across the seven websites.
6. Cosmo Appliances has the best bounce rate (32.4%) and page views per visit (4.36).
7. Empava has the best average session duration (23:48m).



ASSESSING YOUR INDUSTRY AND SECTOR OF OPERATIONS

Website	Bounce rate	Time on site	Pageviews	Visits	Unique visits
Whirlpool	52,82%	07:16	2,94	25.040	25.040
Samsung	56,75%	09:59	2,42	1.000	1.000
GE Appliances	53,78%	07:35	2,80	2.500.000	2.500.000
Cafe Appliances	46,66%	07:34	2,92	272.100	183.500
Cosmo Appliances	32,40%	04:13	4,36	18.500	15.900
Empava	52,89%	23:48	1,86	4.100	4.100
Client	67,48%	02:28	2,38	77.400	64.300

ASSESSING YOUR INDUSTRY AND SECTOR OF OPERATIONS

NON-BRAND KEYWORDS:

electric stove
stainless steel electric stove with convection oven
electric retro ranges
top rated ranges
gas ranges on sale near me
36 stove with double oven
black freestanding electric cooker
table top electric oven and hob
drop in range top
full electric range cooker
gas range and gas oven
29 inch freestanding range
electric stove black stainless
commercial oven in domestic kitchen
best gas range with double convection oven
stoves under counter double gas oven
gas stove size
kitchen appliances list

modern kitchen appliance colors
kitchen gas stove installation
premier kitchen appliances website
full kitchen package
design my kitchen app
gas range with vent built in
large kitchen appliance sets
new technology kitchen appliances
black stainless kitchen appliance bundle
appliance repair
appliance parts near me
under sink dishwasher
steam clean oven
built in microwave convection oven
kitchen stove extractor fans
best kitchen package deals
under counter ice maker
french door refrigerator best kitchen stoves
top rated ovens electric
kitchen stove

CAMPAIGNS:

Whirlpool:

[Whirlpool® Refrigerator Water Filters](#)
[Kitchen Cooking Appliances – New Cooking Technology](#)

Samsung:

[Samsung Connected Appliances](#)
[Oven Ranges: Gas, Electric & Dual Fuel Stoves](#)

GE Appliances:

[Opal Ice Maker: Soft, chewable ice at home](#)
[All Kitchen Appliances from GE Appliances](#)

ASSESSING YOUR INDUSTRY AND SECTOR OF OPERATIONS

REFERRING DOMAINS:

nowappliance.com
appliancerepairquestions.com
reviewed.com
appliancesconnection.com
aakitchenappliance.com
ajmadison.com
appliancesbrunswickga.com
amazingribs.com
appliancedepot.com
allyskitchen.com
bestinamericanliving.com
yellowpages.com
appliancedepot.com
refrigeratorbest.com
appliancevideo.com
ampsrs.com
appliancist.com
kitease.com

goedekers.com
seriouslysmoked.com
reuters.com
richcatalog.com
thisoldhouse.com
glebeappliances.com
theexpertshub.com
parents.com
manufacturedhomepartsandaccessories.com
theappliancerepairmen.com
monogram.com
ahahome.org
taapplianceblog.com
mjsappliance.com
hestancue.com
mesatvappliance.com
mckitchens.com
reviewed.com

COMPETITOR 1: WHIRLPOOL

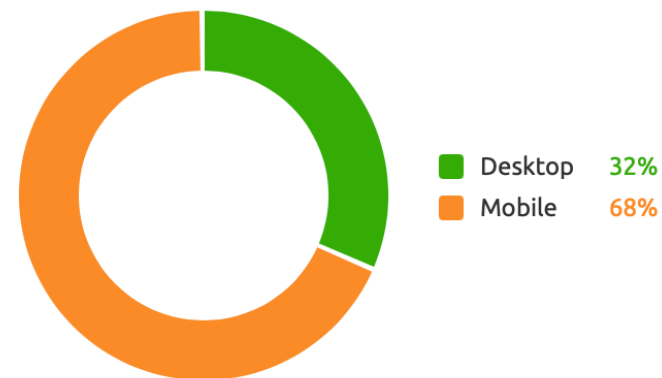
Domain Overview: <https://www.whirlpool.com/kitchen/cooking/rang...> [User manual](#) [Send feedback](#)

Worldwide **US** **UK** **DE** ... | Desktop **March 2021** | USD

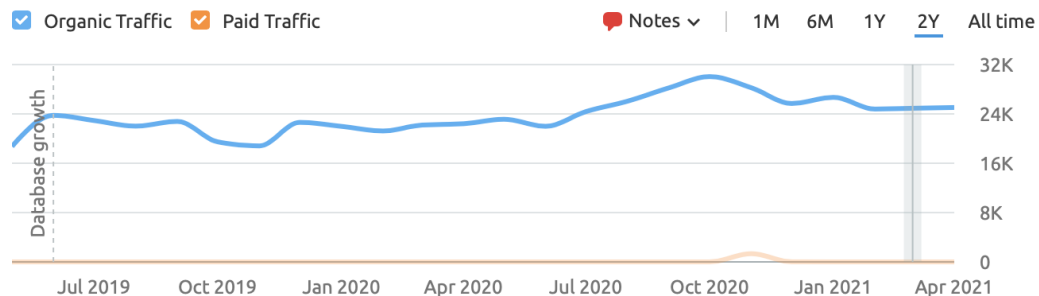
[Export to PDF](#)

Overview Compare domains Growth report Compare by countries

Page Authority Score 55 SEMrush Domain R... 1.53K ↓	Organic Search Traffic 24.9K +0.5% Keywords 2.75K ↓	Paid Search Traffic Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings. Go to Position Tracking	Backlinks 1.1K Referring Domains 123	Display Advertising 1K Publishers 2.74K
Engagement Metrics March 2021 Pages/Visits 2.89 ↓ Avg. Visit Duration 07:07 ↓ Bounce Rate 53.5% ↓ Show all				



Organic Traffic 24,915/month

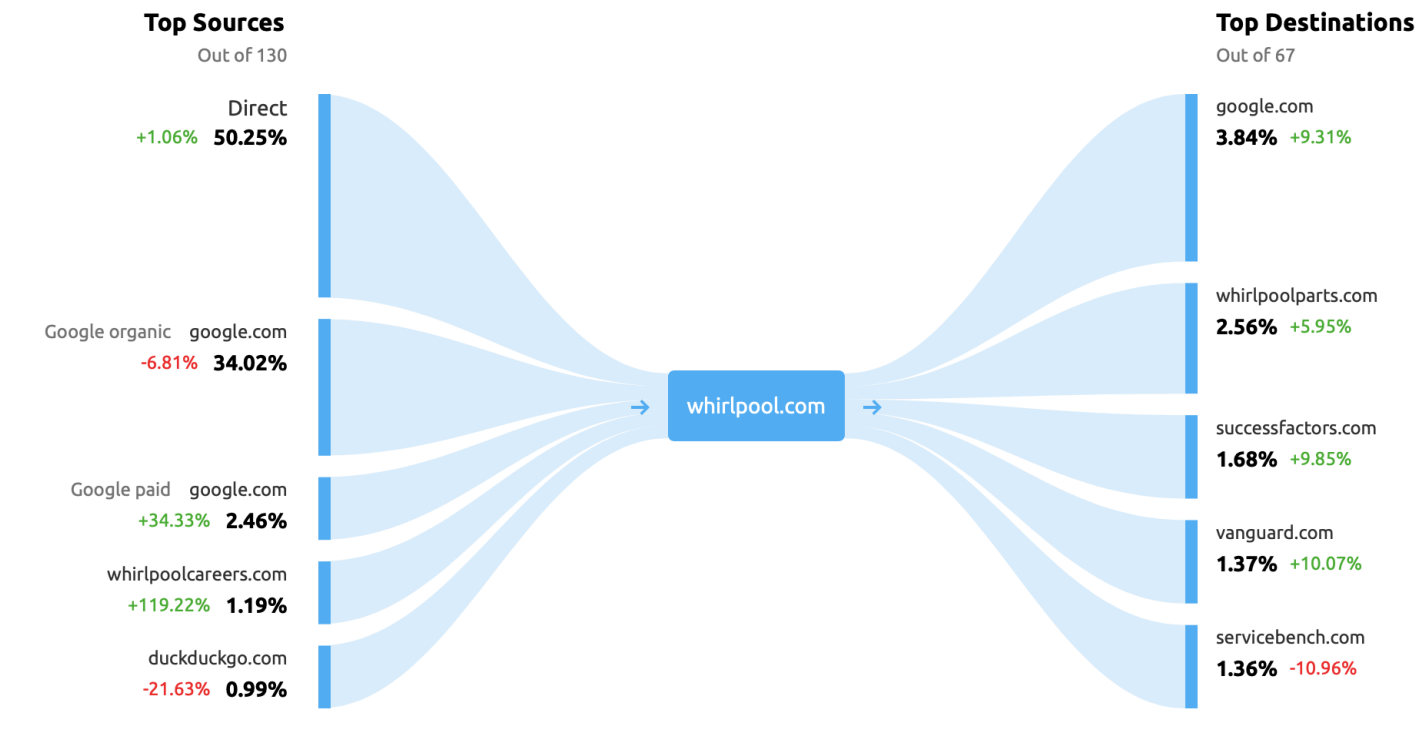


Whirlpool website traffic increased slightly during the month of March 2021 (+0.5%). Engagement metrics have slightly decreased.

Half of Whirlpool website traffic came from direct sources, followed by search (36.99%), referrals (9.27%), paid campaigns (2.45%), and social networks (1.06%).



Majority of traffic share came from mobile devices (68%).

COMPETITOR 1: WHIRLPOOL



COMPETITOR 1: WHIRLPOOL











Indexed Pages

Title & URL	Domains 	Backlinks 
- http://www.whirlpool.com/	3,490	124,899
Home, Kitchen & Laundry Appliances & Products Whirlpool https://www.whirlpool.com/	2,758	125,971
- https://www.whirlpool.com/is/image/content/dam/global/whirlpool/laundry/dryer/images/hero-WED7800XW.tif?%24PDP-PR...	1,083	11,721
- https://www.whirlpool.com/is/image/content/dam/global/whirlpool/laundry/washer/images/hero-WFW9550WW.tif?%24PDP-PR...	1,010	4,408
- https://www.whirlpool.com/is/image/content/dam/global/whirlpool/laundry/washer/images/hero-WTW4950XW.tif?%24PDP-PR...	997	4,290







Backlinks

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
Encompass Supply Chain Solutions https://solutions.encompass.com/blog	Whirlpool Smart All-In-One Washer & D... https://www.whirlpool.com/laundry/la...	follow
Offizielle KitchenAid-Website Hochwe... https://www.kitchenaid.at/	WEITERE INFOS http://www.repair.whirlpool.com/	follow
Advocating for LGBTQ Equality Huma... https://www.hrc.org/	Whirlpool Corporation http://www.whirlpool.com/	follow
Encompass Supply Chain Solutions https://solutions.encompass.com/blog/	Whirlpool Smart All-In-One Washer & D... https://www.whirlpool.com/laundry/la...	follow
Kitchen Appliances to Bring Culinary In... https://www.kitchenaid.com/	- https://m.dm.whirlpool.com/webApp/...	follow







Referring Domains

Root Domain	IP/Country	Backlinks
jobresource.com 	72.32.64.211 	723,927
whirlpoolportal.com 	52.188.110.9 	699,354
thejobresource.com 	72.32.64.211 	519,890
appliancedepot.com 	3.221.61.201 	441,873
jobresource.net 	72.32.64.211 	382,008

Top Paid Keywords (334)

Keyword	Pos.	Volume	CPC (USD)	Traffic % 
whirlpool refrigerator 	1	135,000	0.72	10.32
whirlpool refrigerator 	1	135,000	0.72	10.32
stackable washer and dryer 	1	135,000	0.62	10.32
whirlpool washer 	1	74,000	0.66	5.66
whirlpool washer 	1	74,000	0.66	5.66

Top Organic Keywords (179,414)

Keyword	Pos.	Volume	CPC (USD)	Traffic % 
whirlpool 	1	201,000	0.78	6.31
whirlpool refrigerator 	1	135,000	0.72	4.24
whirlpool washer 	1	74,000	0.66	2.32
whirlpool dishwasher 	1	60,500	0.72	1.90
refrigerator 	5	823,000	0.81	1.61

COMPETITOR 2: SAMSUNG

Domain Overview: www.samsung.com/levant/cooking-appliances/

[User manual](#) [Send feedback](#)

Worldwide **US** UK DE ... Desktop March 2021 USD

[Export to PDF](#)

Overview Compare domains Growth report Compare by countries

Page Authority Score 53 SEMrush Domain Rank 130 ↓	Organic Search Traffic 41 +78% Keywords 26 ↓	Paid Search Traffic Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings. Go to Position Tracking	Backlinks 30 Referring Domains 14	Display Advertising 515.5K Publishers 320.72K
Engagement Metrics March 2021 Pages/Visits 2.42 ↑ Avg. Visit Duration 09:56 ↓ Bounce Rate 57.1% ↓ Show all				

Domain Overview: www.samsung.com/levant/microwave-ovens/all-...

[User manual](#) [Send feedback](#)

Worldwide **US** UK DE ... Desktop March 2021 USD

[Export to PDF](#)

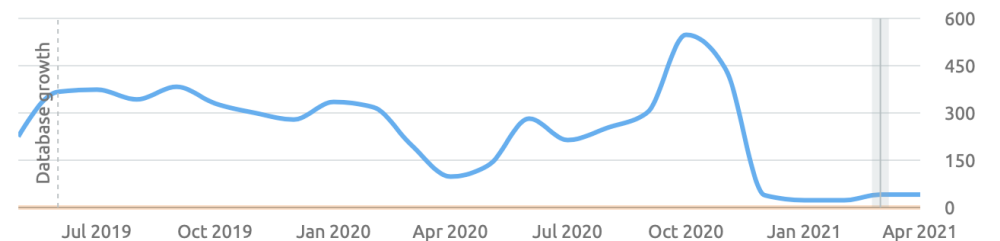
Overview Compare domains Growth report Compare by countries

Page Authority Score 33 SEMrush Domain Rank 130 ↓	Organic Search Traffic 143 -77% Keywords 10 ↑	Paid Search Traffic Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings. Go to Position Tracking	Backlinks 3 Referring Domains 2	Display Advertising 515.5K Publishers 320.72K
Engagement Metrics March 2021 Pages/Visits 2.42 ↑ Avg. Visit Duration 09:56 ↓ Bounce Rate 57.1% ↓ Show all				

Organic Traffic41/month

☒ Organic Traffic ☒ Paid Traffic

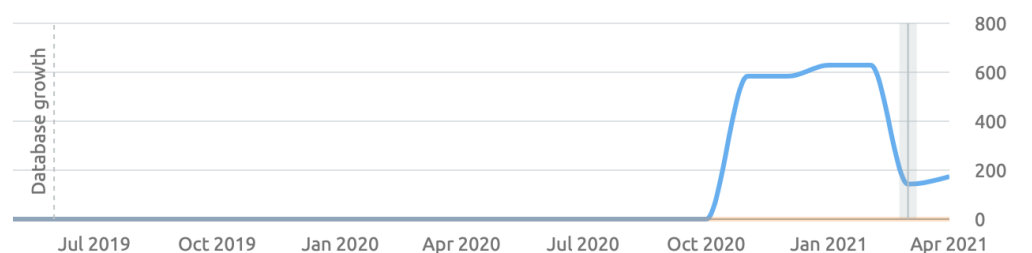
[Notes](#) 1M 6M 1Y **2Y** All time



Organic Traffic143/month

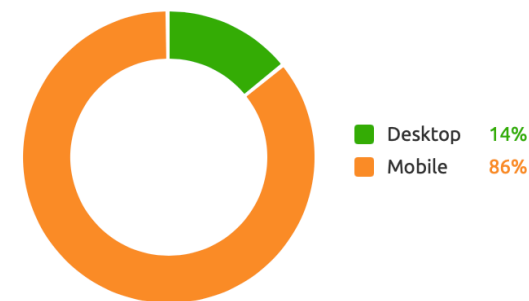
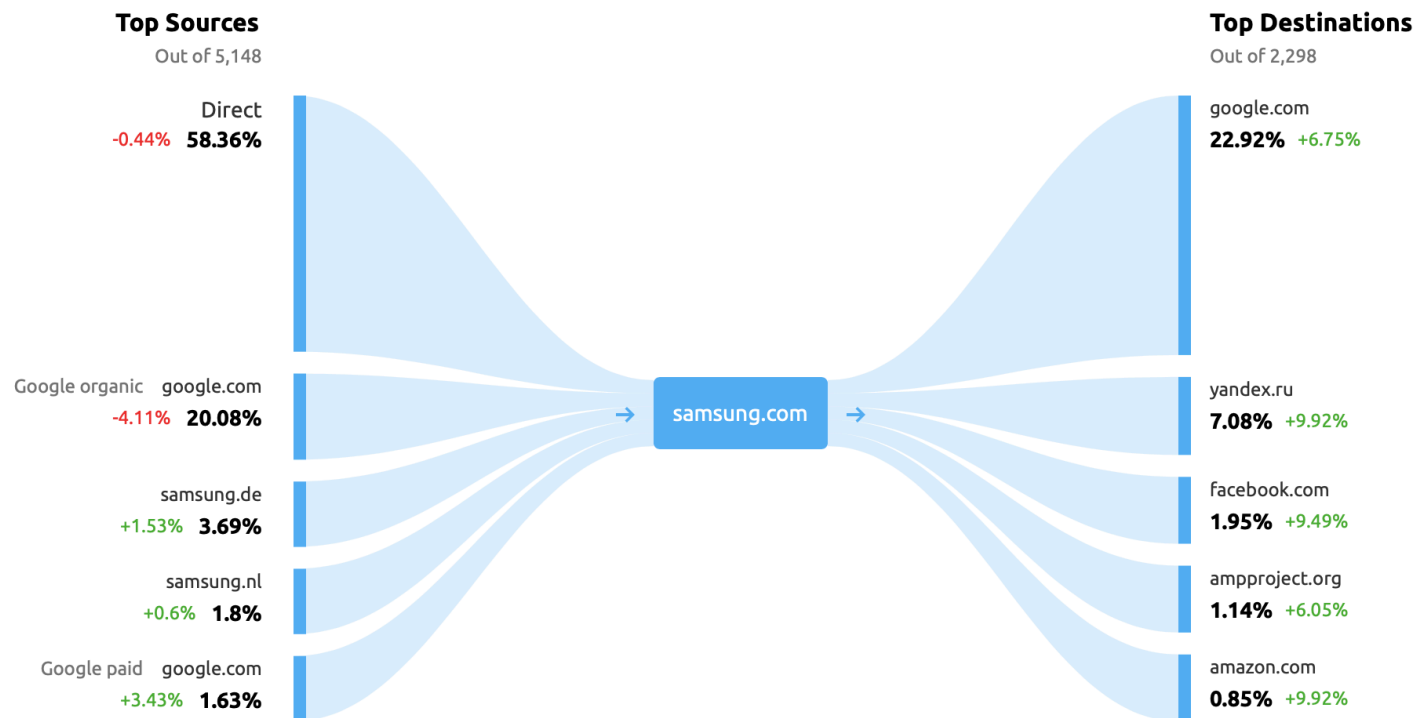
☒ Organic Traffic ☒ Paid Traffic

[Notes](#) 1M 6M 1Y **2Y** All time



Samsung website has relatively low traffic across the Cooking Appliances category pages. Most of the website visits across these category pages decreased during the month of March 2021.

COMPETITOR 2: SAMSUNG



There was a slight increase in average session duration by +0.34%, however page views per visit and bounce rate worsened by -0.46% and +0.38% respectively.

58.36% of Samsung website traffic came from direct sources, followed by search (22.73%), referrals (14.97%), social networks (2.21%), and paid campaigns (1.72%).

Majority of traffic share came from mobile devices (86%).

COMPETITOR 2: SAMSUNG

Indexed Pages *i*

Title & URL

Domains

Backlinks

-	0	0
https://auth-api.sdaily.samsung.com/	0	0
-	0	0
https://queue-sin.shop.samsung.com/	0	0
Tablets Online Shop UK	0	0
http://org-uk.shop.samsung.com/uk/ng/tablets/c/TB#popup_system	0	0
Online Shop SE	0	0
http://org-uk.shop.samsung.com/se#popup_ng_wishlist_duplicate	0	0
Online Shop SE	0	0
http://org-uk.shop.samsung.com/se#popup_qna	0	0



Backlinks *i*



Referring Page Title / Referring Page URL

Anchor Text / Link URL

Type

Beautiful Free Images & Pictures Uns...	Memory for life ↗	Follow
https://unsplash.com/	https://www.samsung.com/us/memory...	
A Chrome Device for Every Business N...	Learn more	Follow
https://chromeenterprise.google/devi...	https://www.samsung.com/us/computi...	
A Chrome Device for Every Business N...	Learn more	Follow
https://chromeenterprise.google/devi...	https://www.samsung.com/us/busines...	
A Chrome OS Device for Every Busines...	Learn more	Follow
https://chromeenterprise.google/devi...	https://www.samsung.com/us/computi...	
Shop Online Deals, Voucher & Discount...	Find Out More	Follow
https://www.paypal.com/uk/webapps/...	https://www.samsung.com/uk/smarty...	

Referring Domains *i*



Top Paid Keywords (44,626) *i*

Top Organic Keywords (2,415,342) *i*

Root Domain	IP/Country	Backlinks	Keyword	Pos.	Volume	CPC (USD)	Traffic %	Keyword	Pos.	Volume	CPC (USD)	Traffic %
samsunglatin.store	52.52.66.219	10,616,237	galaxy s20 ▼	1	450,000	3.93	1.12	samsung ▼	1	1,220,000	1.57	3.67
galaxyclub.cn	218.249.156.99	6,009,346	laptop deals ▼	1	450,000	1.09	1.12	galaxy s20 ▼	1	450,000	3.93	1.35
samsungmembers.cn	36.103.232.26	3,613,565	samsung galaxy s10 ▼	1	368,000	2.51	0.92	samsung galaxy s10 ▼	1	368,000	2.51	1.10
medialtern.blogspot.com	172.217.164.161	1,817,840	samsung galaxy s20 ▼	1	301,000	9.45	0.75	galaxy ▼	1	550,000	1.39	0.97
tonotion.de	217.160.168.171	1,459,817	samsung galaxy s20 ▼	1	301,000	9.45	0.75	samsung galaxy s20 ▼	1	301,000	9.45	0.90

COMPETITOR 3: GE APPLIANCES

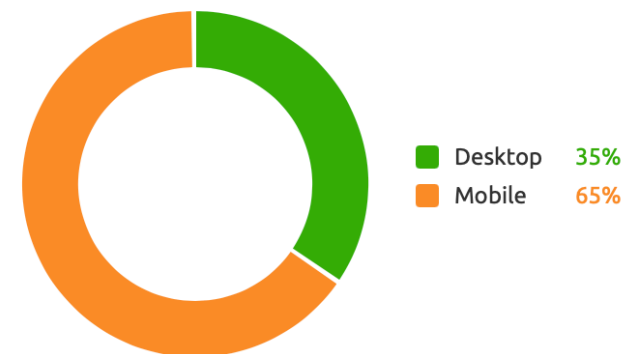
Domain Overview: <https://www.geappliances.com/ge/range-stove.htm> [User manual](#) [Send feedback](#)

Worldwide **US** **UK** **DE** ... | Desktop **March 2021** | USD

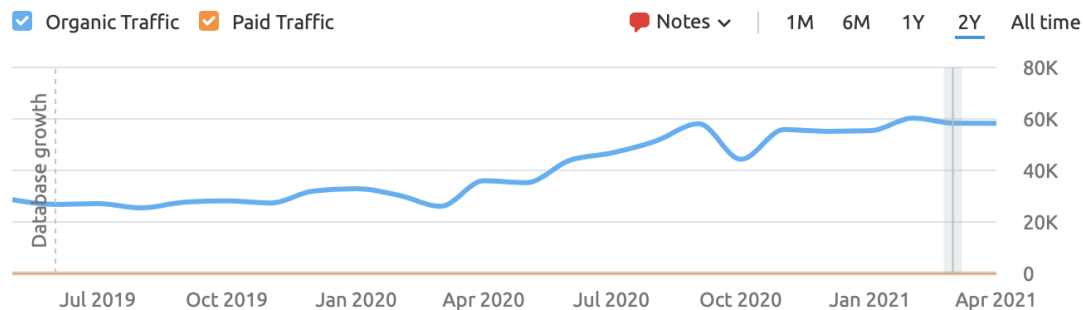
[Export to PDF](#)

Overview Compare domains Growth report Compare by countries

Page Authority Score 51 SEMrush Domain R... 1.58K ↓	Organic Search Traffic 58.4K -3.2% Keywords 2.17K ↓	Paid Search Traffic Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings. Go to Position Tracking	Backlinks 1.7K Referring Domains 232	Display Advertising 349 Publishers 949
Engagement Metrics March 2021 Pages/Visits 2.61 ↓ Avg. Visit Duration 07:17 ↓ Bounce Rate 54.92% ↓ Show all				



Organic Traffic 58,353/month

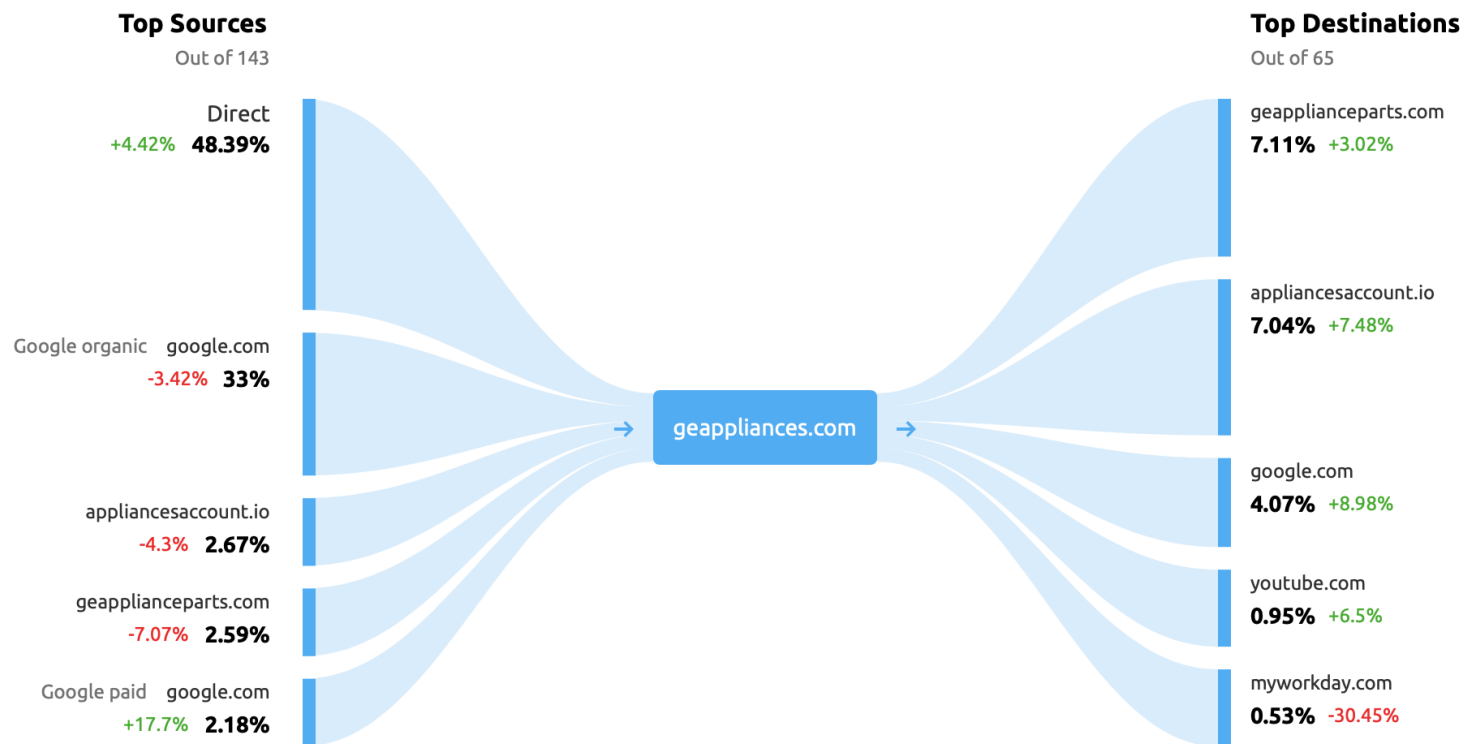


GE Appliances website traffic decreased during the month of March 2021 by +3.2%. All website engagement metrics decreased as well: page views per visit, average session duration, and bounce rate.

48.40% of GE Appliances website traffic came from direct sources, followed by search (36.03%), referrals (12.51%), paid campaigns (2.18%), and social networks (0.88%).



Majority of GE Appliances traffic share came from mobile devices (65%).

COMPETITOR 3: GE APPLIANCES












COMPETITOR 3: GE APPLIANCES


Indexed Pages

Title & URL	Domains 	Backlinks 
- http://www.geappliances.com/	2,575	47,434
Kitchen Appliances, Refrigerators, Dishwashers GE Appliances https://www.geappliances.com/	1,812	168,062
- http://products.geappliances.com/MarketingObjectRetrieval/Dispatcher?RequestType=Imageu0026Name%3DA10443.png	1,479	10,992
Attention Required! Cloudflare http://products.geappliances.com/MarketingObjectRetrieval/Dispatcher?RequestType=Imageu0026Name%3DA10444.png	1,307	10,327
- http://products.geappliances.com/MarketingObjectRetrieval/Dispatcher?RequestType=Imageu0026Name%3D504_zek938.png	853	3,819

Referring Domains

Root Domain	IP/Country	Backlinks
geapplianceparts.com 	3.94.222.74 	681,882
appliancedepot.com 	3.221.61.201 	567,000
bernheim.org 	104.197.137.236 	98,898
cafeappliances.com 	104.17.8.241 	81,774
bestappsfinder.com 	104.21.19.38 	48,884


Top Paid Keywords (513)

Keyword	Pos.	Volume	CPC (USD)	Traffic % 
ge appliance parts ▼	1	22,200	1.17	9.34
ge appliance repair ▼	1	14,800	3.26	6.22
ge parts ▼	1	12,100	1.08	5.08
ge refrigerator water filter ▼	1	12,100	1.21	5.08
ge refrigerator parts ▼	1	12,100	1.09	5.08

Backlinks

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
Encompass Supply Chain Solutions https://solutions.encompass.com/blog/	DBXR463GBWW https://products.geappliances.com/ap...	follow
Haier Air Conditioners, Compact Kitche... https://www.haierappliances.com/	Careers https://careers.geappliances.com/	follow
Haier Air Conditioners, Compact Kitche... https://www.haierappliances.com/	Jobs https://careers.geappliances.com/	follow
Haier Air Conditioners, Compact Kitche... https://www.haierappliances.com/	Accessibility Statement https://www.geappliances.com/accessi...	follow
Haier Air Conditioners, Compact Kitche... https://www.haierappliances.com/	California Privacy Notice https://www.geappliances.com/privacy...	follow

Top Organic Keywords (237,249)

Keyword	Pos.	Volume	CPC (USD)	Traffic % 
ge ▼	1	201,000	0.80	6.47
ge appliances ▼	1	135,000	0.87	4.35
ge refrigerator ▼	1	60,500	0.82	1.95
ge dishwasher ▼	1	40,500	0.79	1.30
ge microwave ▼	1	27,100	0.62	0.87

COMPETITOR 4: CAFE APPLIANCES

Domain Overview: cafeappliances.com

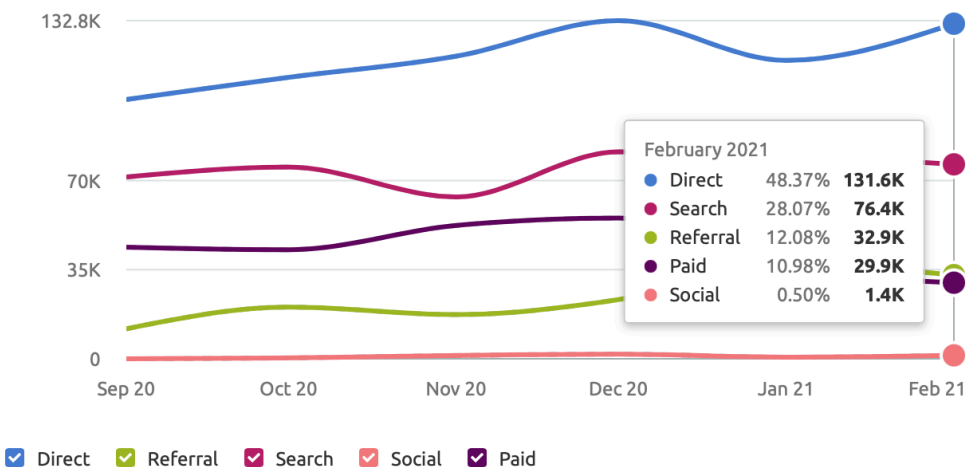
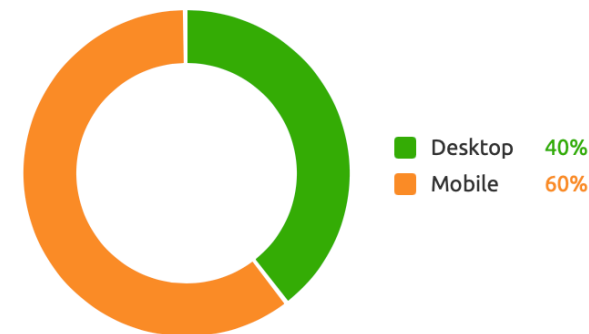
[User manual](#) [Send feedback](#)

Worldwide [US](#) [UK](#) [DE](#) ... | [Desktop](#) | [Mar 24, 2021](#) | USD

[Export to PDF](#)

[Overview](#) [Compare domains](#) [Growth report](#) [Compare by countries](#)

Authority Score 49 SEMrush Domain ... 9.95K ↑	Organic Search Traffic 302.4K +1.2% Keywords 28.36K ↑	Paid Search Traffic 8.4K +59% Keywords 42 ↓	Backlinks 55.1K Referring Domains 1.4K	Display Advertising 0 Publishers 0
Visits Feb 2021 272.1K +0.61%	Unique Visitors Feb 2021 183.5K +1.81%	Pages / Visit Feb 2021 2.92 -13.8%	Avg. Visit Duration Feb 2021 07:34 -9.74%	Bounce Rate Feb 2021 46.66% -0.35%

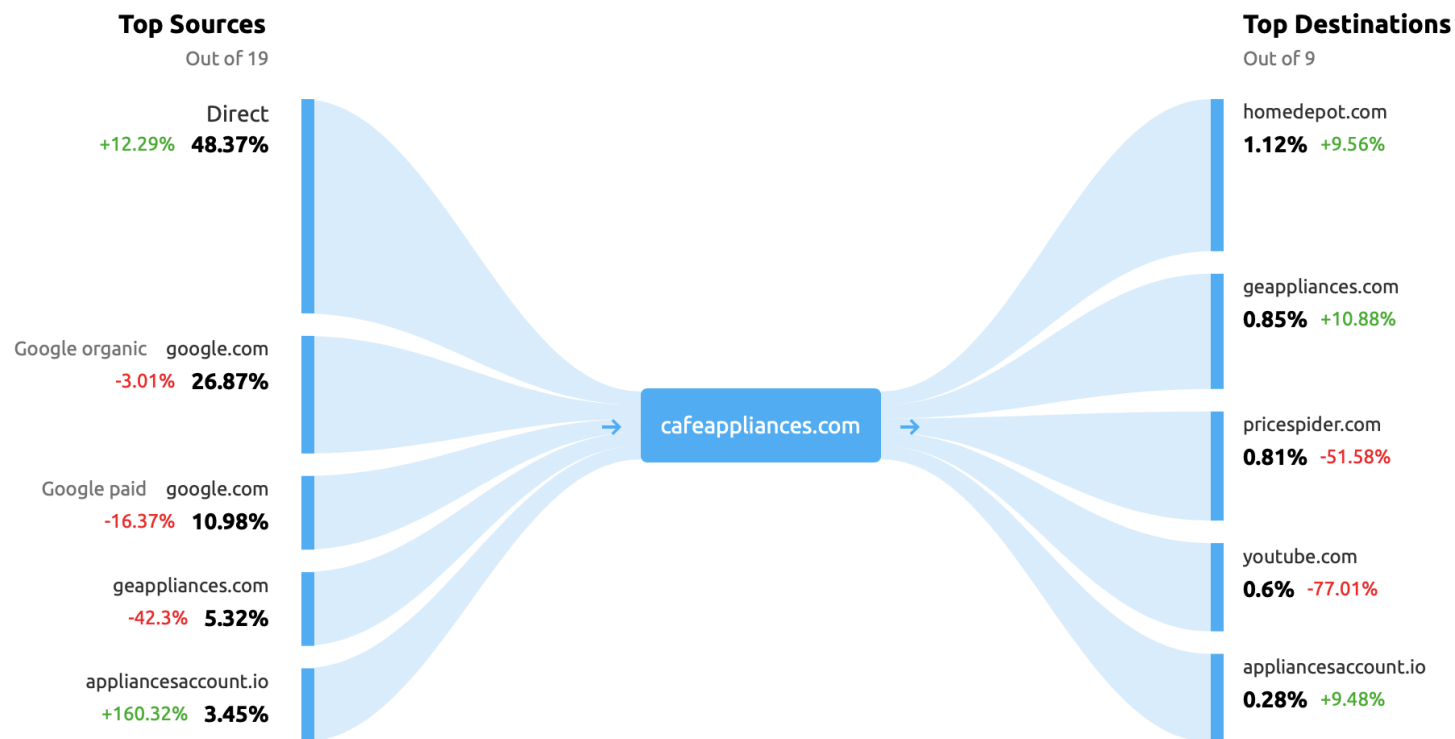


Cafe Appliances website traffic increased slightly during the month of February 2021 by 0.61%. Bounce rate improved by -0.35%, but page views per visit and average session duration decreased by -13.8% and -9.74% respectively.

48.37% of Cafe Appliances website traffic came from direct sources, followed by search (28.07%), referrals (12.08%), paid campaigns (10.98%), and social networks (0.5%).

Majority of Cafe Appliances traffic share came from mobile devices (60%).

COMPETITOR 4: CAFE APPLIANCES



COMPETITOR 4: CAFE APPLIANCES

Indexed Pages *i*

Title & URL

Domains *≡*

Backlinks

Page Not Found | Cafe Appliances
<https://www.cafeappliances.com/%20>

445

6,704

\$2000 Rebate Offer on Select Café Appliance Suites | Café
<https://www.cafeappliances.com/offers/remodel-reward>

172

2,182

-
<https://www.cafeappliances.com/cooking/ranges>

148

567

-
<https://www.cafeappliances.com/offers>

147

2,790

Contact Us or Get Help with Questions About Café Appliances
<https://www.cafeappliances.com/support/contact-us>

141

609



Backlinks *i*



Referring Page Title / Referring Page URL

Anchor Text / Link URL

Type

Allsouth Appliance – Appliance Showro...
<https://myallsouth.com/>

Cafe
<https://www.cafeappliances.com/>

follow

GE Appliances Model and Serial Numb...
<https://www.geappliances.com/ge/fin...>

Cafe Model Number Finder
<https://www.cafeappliances.com/supp...>

follow

Best In American Living
<https://bestinamericanliving.com/>

-
<https://www.cafeappliances.com/>

follow

Luxury & Designer Home Appliance Re...
<https://www.appliancecanada.com/>

CLASSIC PURE WHITE
<https://www.cafeappliances.com/lifest...>

follow

Luxury & Designer Home Appliance Re...
<https://www.appliancecanada.com/>

FROM THE TUSCAN VALLEY
<https://www.cafeappliances.com/lifest...>

follow

Referring Domains *i*

Root Domain

IP/Country

Backlinks

Keyword

Pos.

Volume

CPC (USD)

Traffic % *≡*
monogram.com *↗*
104.17.97.195 *≡*

10,439

[cafe appliances](#) ▼

1

40,500

1.04

22.70

geappliances.com *↗*
104.16.51.248 *≡*

2,879

[cafe appliances](#) ▼

1

40,500

1.04

22.70

bestappsfinder.com *↗*
172.67.184.244 *≡*

2,574

[ge cafe](#) ▼

1

14,800

0.32

8.29

web.app *↗*
151.101.1.195 *≡*

2,544

[ge cafe](#) ▼

1

14,800

0.32

8.29

appliancedepot.com *↗*
3.221.61.201 *≡*

1,756

[ge cafe refrigerator](#) ▼

1

12,100

1.00

6.77



Top Paid Keywords (42) *i*

Top Organic Keywords (28,356) *i*

Keyword

Pos.

Volume

CPC (USD)

Traffic % *≡*
[cafe](#) ▼

2

550,000

1.55

23.64

[cafe appliances](#) ▼

1

40,500

1.04

10.71

[ge cafe](#) ▼

1

14,800

0.32

3.91

[ge cafe refrigerator](#) ▼

1

12,100

1.00

3.20

[ge cafe series](#) ▼

1

9,900

0.91

2.61

COMPETITOR 5: COSMO APPLIANCES

Domain Overview: cosmoappliances.com

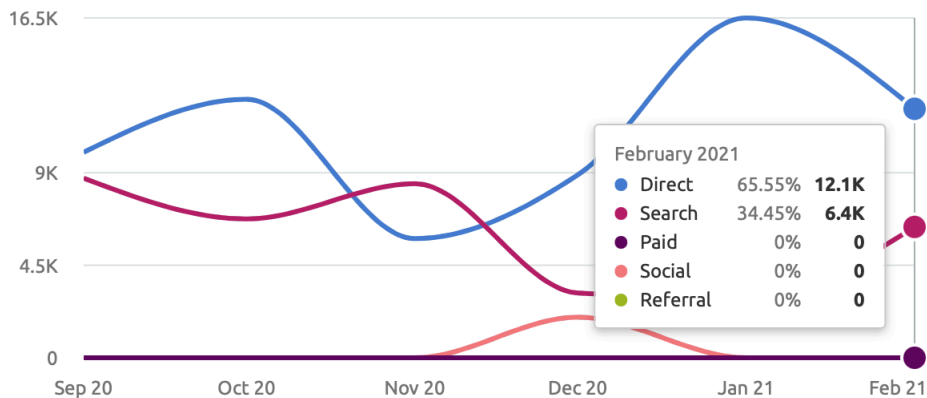
User manual Send feedback

Worldwide US UK DE ... Desktop Mar 24, 2021 USD

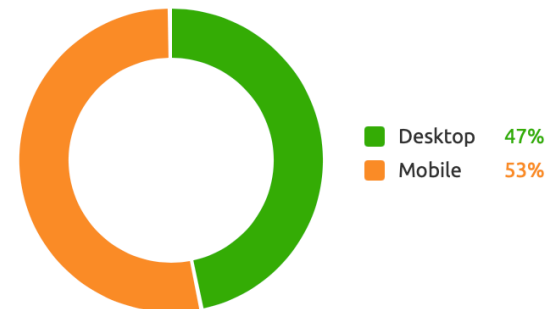
Export to PDF

Overview Compare domains Growth report Compare by countries

Authority Score 38 SEMrush Doma... 428.14K ↑	Organic Search Traffic 3.2K +43% Keywords 576 ↑	Paid Search Traffic Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.	Backlinks 1.5K Referring Domains 208	Display Advertising 0 Publishers 0
Visits Feb 2021 18.5K -5.04%	Unique Visitors Feb 2021 15.9K +34.13%	Pages / Visit Feb 2021 4.36 +22.97%	Avg. Visit Duration Feb 2021 04:13 -11.85%	Bounce Rate Feb 2021 32.40% -12.05%



Direct Referral Search Social Paid

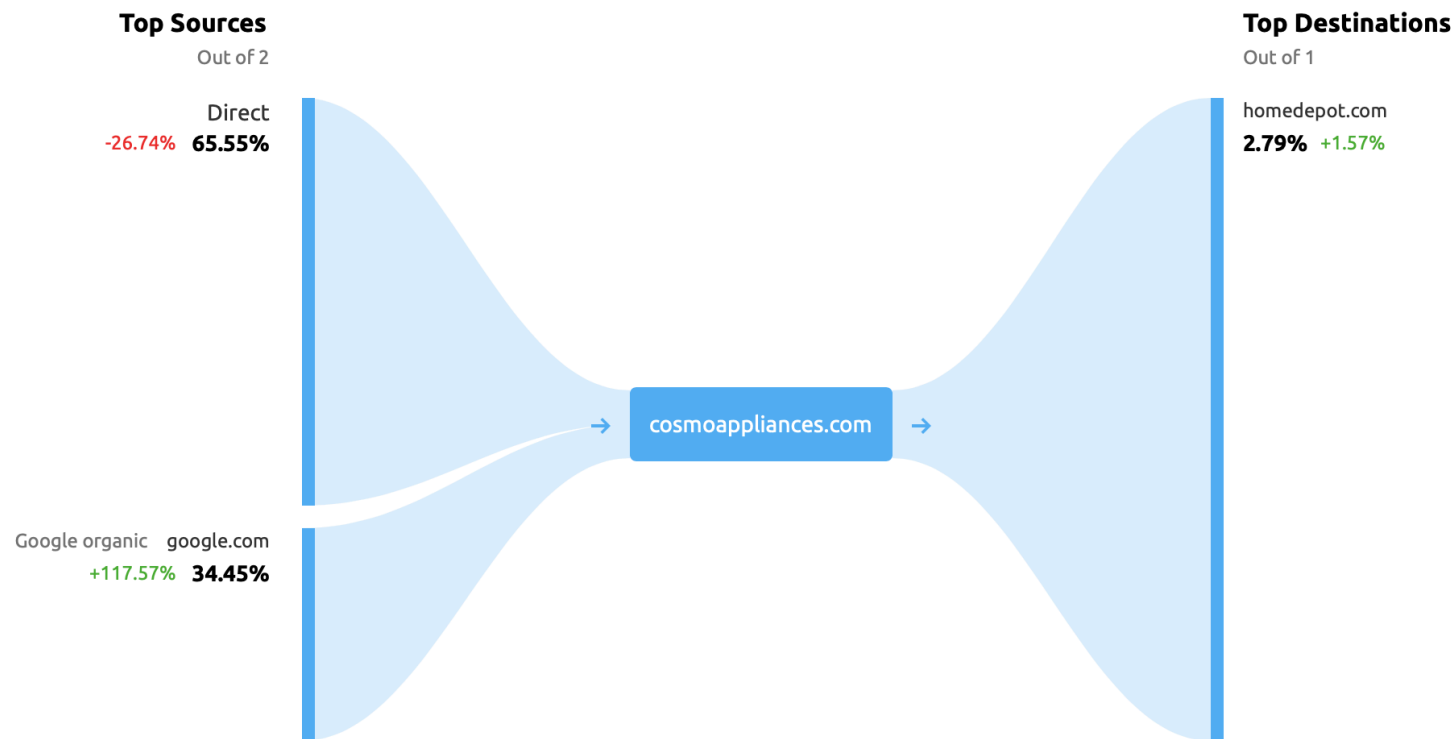


Cosmo Appliances website traffic decreased during the month of February 2021 by -5.04%. Page views per visit and bounce rate improved by +22.97% and -12.05% respectively, but average session duration decreased by -11.85%.

65.55% of Cosmo Appliances website traffic came from direct sources, followed by search (34.45%).



The traffic share from mobile devices was 6% more than the traffic share from desktop devices.

COMPETITOR 5: COSMO APPLIANCES



COMPETITOR 5: COSMO APPLIANCES











Indexed Pages

Title & URL	Domains 	Backlinks 
Cosmo Appliances Luxury Ranges, Cooktops, Range Hoods https://cosmoappliances.com/	67	224
OUR COMPANY Cosmo https://cosmoappliances.com/our-company	26	130
Range Hoods Cosmo https://cosmoappliances.com/rangehoods	15	36
- https://cosmoappliances.com/locations	15	47
Contact Us Cosmo https://cosmoappliances.com/contactus	15	57


Backlinks

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
Pasta with Grilled Eggplant, Smoky To... https://heatherchristo.com/2015/07/1...	Sustainable Cooking – 6 Seasonal Farm... https://cosmoappliances.com/morgan/...	nofo...
A Brownstone Co-op Renovation with a... https://sweeten.com/before-after/enti...	Cosmo https://cosmoappliances.com/	follow
Best Range Hoods Reviews 2019 Best... https://10orange.com/kitchen/best-kit...	Cosmo http://cosmoappliances.com/	nofo...
Cosmos Plugin Coupons https://couponmarathon.com/cosmos-...	https://cosmoappliances.com/our-com... https://cosmoappliances.com/our-com...	nofo...
A Suburban Kitchen Renovation Puts P... https://sweeten.com/before-after/kitc...	Cosmo Appliances https://cosmoappliances.com/	follow

Referring Domains

Root Domain	IP/Country	Backlinks
web.app 	151.101.65.195 	221
bestappsfinder.com 	172.67.184.244 	170
desapiolawoffice.com 	185.49.71.6 	157
filmsearchs.com 	104.21.43.26 	75
great-recipe.com 	104.21.18.167 	56

Top Organic Keywords (576)

Keyword	Pos.	Volume	CPC (USD)	Traffic % 
cosmo appliances ▼	1	1,300	1.42	32.99
cosmo range hood ▼	1	1,300	0.98	19.38
cosmo range ▼	1	590	0.78	8.78
cosmo oven ▼	1	260	0.61	3.87
cosmo products ▼	1	170	0.57	2.50

COMPETITOR 6: EMPAVA

Domain Overview: empava.com

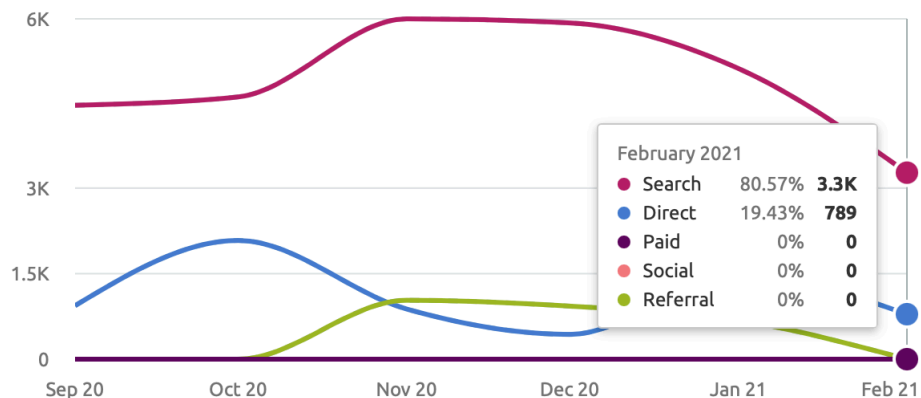
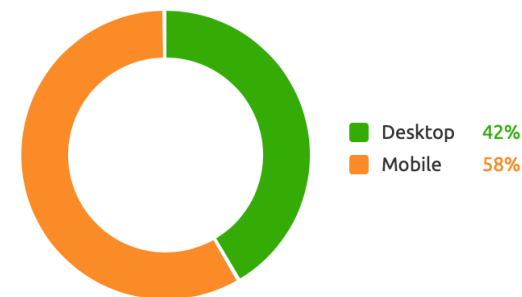
User manual Send feedback

Worldwide US UK DE ... Desktop Mar 24, 2021 USD

Export to PDF

Overview Compare domains Growth report Compare by countries

Authority Score 38 SEMrush Doma... 386.01K ↑	Organic Search Traffic 3.6K +25% Keywords 265 ↓	Paid Search Traffic Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.	Backlinks 389 Referring Domains 106	Display Advertising 7 Publishers 5
Visits Feb 2021 4.1K -44.07%	Unique Visitors Feb 2021 4.1K -23.98%	Pages / Visit Feb 2021 1.86 +3.54%	Avg. Visit Duration Feb 2021 23:48 +13.78%	Bounce Rate Feb 2021 52.89% -4.29%



Direct Referral Search Social Paid

Empava website traffic decreased during the month of February 2021 by -44.07%. However, all website engagement metrics improved: page views per visit (+3.54%), average session duration (+13.78%), and bounce rate (-4.29%).

Majority of Empava website traffic came from search (80.57%), followed by direct sources (19.43%).

The traffic share from mobile devices was 16% more than the traffic share from desktop devices.

COMPETITOR 6: EMPAVA

Top Sources

Out of 3

Google organic google.com

-62.48% **47.12%**

duckduckgo.com

+100% **33.45%**

Direct

-46.65% **19.43%**

empava.com



Backlinks














Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
Best Infrared Saunas REVIEWED - See ... https://www.thebestflushingtoilet.co...	Empava https://www.empava.com/	follow
Best Infrared Saunas REVIEWED - See ... https://www.thebestflushingtoilet.co...	Empava http://www.empava.com/	follow
The 5 Top Freestanding Tubs 2019 Fre... https://www.officialtop5review.com/b...	Empava http://www.empava.com/	nofo...
10 Best Induction Cooktops in 2018 – R... https://cooktophunter.com/the-best-in...	Empava cooktop http://www.empava.com/home	follow
15 Best Bathtubs of 2020 – Most Comf... https://www.sunrisespecialty.com/bes...	Empava https://www.empava.com/	nofo...

COMPETITOR 6: EMPAVA


Indexed Pages

Title & URL	Domains 	Backlinks 
- http://empava.com/	42	102
HOME Empava https://www.empava.com/	28	68
- http://www.empava.com/	17	69
ABOUT Empava https://www.empava.com/about	5	6
- http://www.empava.com/contact	5	28

Referring Domains

Root Domain	IP/Country	Backlinks 
ariannainnovations.com 	23.227.38.65 	49
bestappsfinder.com 	104.21.19.38 	28
ninan.org 	104.21.36.24 	16
freelancewriterstartup.com 	104.27.166.2 	14
freefoto.ca 	109.202.99.151 	13

Top Organic Keywords (265)

Keyword	Pos.	Volume	CPC (USD)	Traffic % 
empava ▼	1	1,000	0.48	22.14
empava wall oven ▼	1	720	0.80	15.94
empava cooktop ▼	1	480	0.57	10.62
empava gas cooktop ▼	1	390	0.56	8.63
empava induction cooktop ▼	1	390	0.51	8.63

+ 2021 PLANNING

COMPETITOR FACEBOOK ADS



Cafe Appliances
Sponsored

ID: 429668321443979

The stylish coffee maker and toaster you want to display on your counter.
Shop now with free shipping. #distinctbydesign



**Café Expressions
Collection**

Shop Now

Free shipping



**Café Specialty Drip
Coffee Maker**

Free shipping on small app



Cafe Appliances
Sponsored

ID: 139585261386281

The stylish coffee maker and toaster you want to display on your counter.
Shop now with free shipping. #distinctbydesign



CAFEAPPLIANCES.COM
Café Expressions Collection
Free shipping on small appliances

Shop Now



Samsung
Sponsored

ID: 227337099167422

Your next fridge has an industry-leading warranty... and bonus points for style.



SAMSUNG.COM
Industry-leading warranty.

Learn More

+ 2021 PLANNING

COMPETITOR FACEBOOK ADS



Cafe Appliances

Sponsored

ID: 184610873428127

The stylish coffee maker you want to display on your counter. Shop now with free shipping. #distinctbydesign



CAFEAPPLIANCES.COM
Café Specialty Drip Coffee Maker
Free shipping on small appliances

Shop Now



Cafe Appliances

Sponsored

ID: 265253081758561

The stylish toaster you want to display on your counter. Shop now with free shipping. #distinctbydesign



CAFEAPPLIANCES.COM
Café Express Finish Toaster
Free shipping on small appliances

Shop Now



Cafe Appliances

Sponsored

ID: 182396680118942

The stylish toaster you want to display on your counter. Shop now with free shipping. #distinctbydesign



CAFEAPPLIANCES.COM
Café Express Finish Toaster
Free shipping on small appliances

Shop Now

Source: Facebook Ad Library Conducted in March 2021 | US data

COMPETITOR FACEBOOK ADS

Cafe Appliances
Sponsored
ID: 276743440682742

The stylish coffee maker you want to display on your counter. Shop now with free shipping. #distinctbydesign



CAFEAPPLIANCES.COM
Café Specialty Drip Coffee Maker
Free shipping on small appliances

Shop Now

Cafe Appliances
Sponsored
ID: 273595144212509

The stylish coffee maker and toaster you want to display on your counter. Shop now with free shipping. #distinctbydesign



CAFEAPPLIANCES.COM
Café Expressions Collection
Free shipping on small appliances

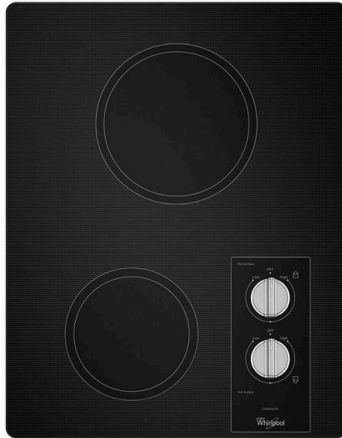
Shop Now

COMPETITOR FACEBOOK ADS

✓ Active
Started running on Mar 16, 2021
ID: 141618934526673
This ad has multiple versions. ⓘ

 **Whirlpool**
Sponsored

Whirlpool® appliances are there to help you keep the day moving. Pay over time starting as low as 0% APR. *For qualified customers



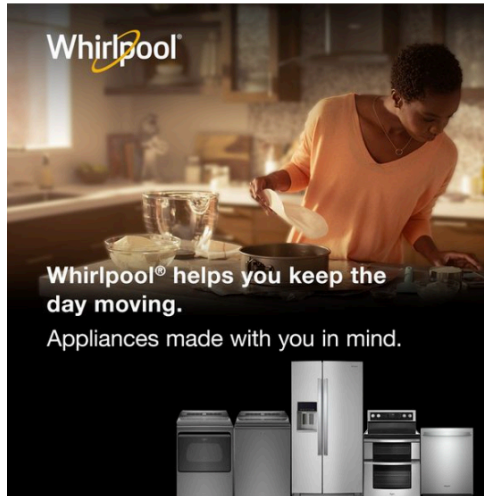
WHIRLPOOL.COM
Whirlpool® 15 in. Electric Cooktop with Easy Wipe Ceramic Glass in Black
\$549

Shop Now

✓ Active
Started running on Mar 19, 2021
ID: 457527788630545

 **Whirlpool**
Sponsored

Visit [Whirlpool.com](https://www.whirlpool.com) Today To Find The Best Home Appliances For You. Start Shopping.



WHIRLPOOL.COM
Shop Whirlpool Today!

Shop Now

✓ Active
Started running on Mar 17, 2021
ID: 779949802902987

 **GE Appliances**
Sponsored

Keep food warm Friday night and Shabbos day. Automatically turns oven to 350° four hours before every mealtime to cook on Yom Tov.



WWW.GEAPPLIANCES.COM
The First 100% Shabbos Kosher Oven when paired with Shabbos Keeper

Learn More

✓ Active
Started running on Mar 17, 2021
ID: 499149958117879

 **GE Appliances**
Sponsored

Keep food warm Friday night and Shabbos day. Automatically turns oven to 350° four hours before every mealtime to cook on Yom Tov.



GEAPPLIANCES.COM
The First 100% Shabbos Kosher Oven when paired with Shabbos Keeper

Learn More

COMPETITOR PPC ADS - TEXT

Whirlpool® Refrigerators »

[whirlpool.com](https://www.whirlpool.com) 

To Simplify Life, We Design Around it. Shop Whirlpool® Refrigerators.

Official Whirlpool® Site »

[whirlpool.com/Washers_Dryers](https://www.whirlpool.com/Washers_Dryers) 

Find a Variety of Whirlpool Brand Washers and Dryers Today!

Kitchen Stylist Tool

[Whirlpool.com/KitchenStylist](https://www.whirlpool.com/KitchenStylist) 

Design Your Dream Kitchen with the Whirlpool® Kitchen Design Tool.

GE® Appliances - Official

geappliances.com/Official-Site 

Celebrating 100 Years of Innovation See What Sets GE® Appliances Apart.

Official GE® Microwaves

geappliances.com/GE-Microwaves 

Dependable, Innovative Microwaves. See the Full GE® Microwave Line Now

Official GE® Cooktops

geappliances.com/GE-Cooktops 

Celebrating 100 Years of Innovation See the Full GE® Cooktop Line Now

Free Side Tank & Free Shipping

[GE® Appliances](#) 

The Opal™ Nugget Ice Maker is Quiet, Fast, & Easy to Use! Available to Buy Today.

Cooktop Stoves & Wall Ovens - Jacuzzi Tub and more



We Offer Large Appliances and Freestanding Bathtubs, Visit Us Today for 50% off!

Cooktop Stoves & Wall Ovens - Jacuzzi Tub and more



We Offer Large Appliances and Freestanding Bathtubs, Visit Us Today for 50% off!

Empava Appliances

[Empava Appliances Inc.](#) 

We Stock Cooktop Stoves, Wall Ovens, Jacuzzi Tubs, Freestanding Bathtubs & More.

Empava Appliances



We Stock Cooktop Stoves, Wall Ovens, Jacuzzi Tubs, Freestanding Bathtubs & More.

Whirlpool® Refrigerators - 15 Day Free Returns Available

www.whirlpool.com/ 

Major Appliances Now Available For Purchase. Get Free Returns Within 15 Days*. Shop Now! Visit Whirlpool.com Today & Shop For A New Refrigerator. Professional Install. Extended Service Plans. Easy Monthly Payments. Types: Dishwashers, Refrigerators.

Whirlpool® Refrigerators - Whirlpool Official Site

www.whirlpool.com/ 

Whirlpool® Refrigerators Are There To Help You Keep The Day Moving. Shop Whirlpool.com. Major Appliances Now Available For Purchase. Visit Whirlpool.com Now And Start Shopping! Easy Monthly Payments. Extended Service Plans. Professional Install.

Whirlpool® Washers & Dryers - Stackable Laundry Units

www.whirlpool.com/ 

Whirlpool® Laundry Machines Are Made to Keep Up with Life's Daily Messes.

Whirlpool® Washers - Whirlpool Official Site

www.whirlpool.com/shop/now 

Whirlpool® Washers Are There To Help You Keep The Day Moving. Shop Whirlpool.com. Major Appliances Now Available For Purchase. Visit Whirlpool.com Now And Start Shopping! Extended Service Plans. Easy Monthly Payments. Professional Install.

COMPETITOR PPC ADS - TEXT

GE® Parts - Official Site - Don't Risk It
With Imitation

www.geappliances.com/ 

Buy Genuine GE® Parts & Accessories
Directly From The Manufacturer. Shop Now!
Brands: GE Profile, Café, Monogram,
Hotpoint.

Café Kitchen Appliances | Café
Appliances Official Site

www.cafeappliances.com/ 

Introducing The Café Collection. It's Time
Appliances Had A Personality. Yours.
Accessorize Your Kitchen Like You Do Your
Outfits with Customizable Appliances. New
Color. Smudge Proof. Fingerprint Resistant.
Custom Hardware. Wifi Connect. New Finish.

GE® Appliances - Schedule a Repair
Service

repair.geappliances.com/ 

GE® Appliance in Need of Service? Contact
Our Certified Technicians Today! Fast,
Reliable Repairs from Trusted Technicians.
Call or Schedule Online! Genuine Appliance
Parts. Competitive Pricing. Prompt & Reliable
Service. Services: Oven Repair, Refrigerator
Repair.

Café Kitchen Appliances - Distinct By
Design

www.cafeappliances.com/ 

Announcing Café's New Matte Finishes.
Appliances with Personality & Performance.
Smudge Proof. New Finish. Fingerprint
Resistant. New Color. Wifi Connect. Types:
Ranges, Cooktops, Wall Ovens, Refrigerators,
Dishwashers.

GE® Parts - Official Site - Don't Risk It
With Imitation

www.geappliances.com/ 

Buy Genuine GE® Parts & Accessories
Directly From The Manufacturer. Shop Now!
Brands: GE Profile, Café, Monogram,
Hotpoint.

Café Kitchen Appliances - Distinct By
Design

www.cafeappliances.com/ 

Announcing Café's New Matte Finishes.
Appliances with Personality & Performance.
Types: Ranges, Cooktops, Wall Ovens,
Refrigerators, Dishwashers.

Official GE® Water Filters - Don't Risk It
With Imitation

www.geappliances.com/ 

Buy Genuine GE® Water Filters from The
Manufacturer for Best Performance Now!
Smart Order Auto Delivery. Premium
Filtration. Easy Installation. 6 Month Filter
Life. GE Guaranteed Fit. Types: MWF, RPWFE,
MSWF, GSWF.

Café Appliances

www.cafeappliances.com/ 

Stainless & Matte Finishes. Smudge-Proof
Kitchen Appliances With Brushed Metal
Customizable Hardware. Types: Ranges,
Cooktops, Wall Ovens, Refrigerators,
Dishwashers.

COMPETITOR PAGE SPEED ANALYSIS

MOBILE



5

<https://www.whirlpool.com/kitchen/cooking/ranges.html>



15

<https://www.samsung.com/levant/cooking-appliances/all-cooking-appliances/>



29

<https://www.geappliances.com/ge/range-stove.htm>

DESKTOP



24

<https://www.whirlpool.com/kitchen/cooking/ranges.html>



45

<https://www.samsung.com/levant/cooking-appliances/all-cooking-appliances/>



76

<https://www.geappliances.com/ge/range-stove.htm>

COMPETITOR PAGE SPEED ANALYSIS

MOBILE



3

<https://www.cafeappliances.com/>



1

<https://cosmoappliances.com/>

DESKTOP



11

<https://www.cafeappliances.com/>



7

<https://cosmoappliances.com/>

WEBSITE AUDIT: Client.COM

Domain Overview:

[User manual](#) [Send feedback](#)

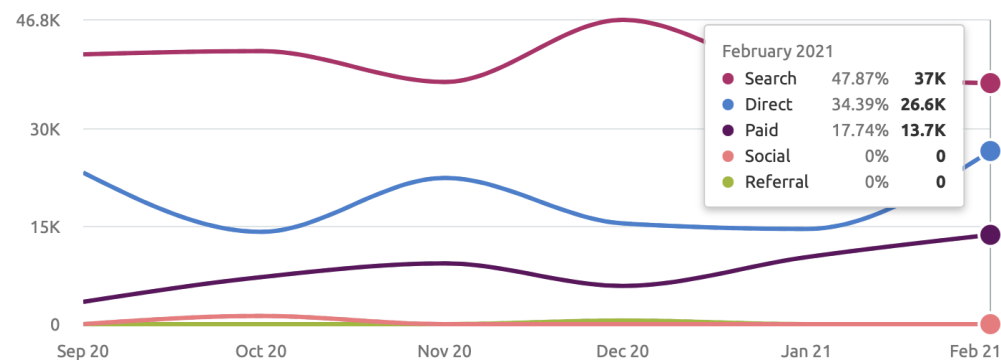
Worldwide **US** **UK** **DE** ... | Desktop **Mar 25, 2021** | USD

[Export to PDF](#)

Overview Compare domains Growth report Compare by countries

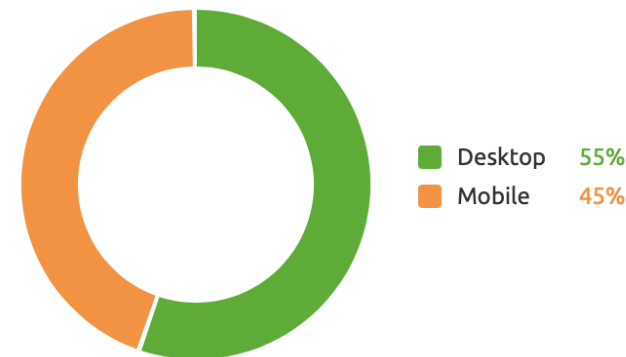
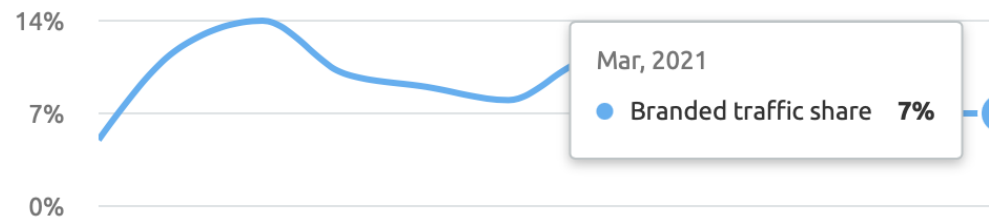
Authority Score 44 SEMrush Domain ... 43.96K ↑	Organic Search Traffic 56.4K +18% Keywords 17.36K ↑	Paid Search Traffic 563 -43% Keywords 24 ↓	Backlinks ⓘ 12.8K Referring Domains 771	Display Advertising ⓘ 0 Publishers 0
Engagement Metrics ⓘ February 2021 Pages/Visits 2.38 ↓ Avg. Visit Duration 02:28 ↓ Bounce Rate 67.48% ↓ Show all				

Visits Feb 2021 77.4K +22.65%	Unique Visitors Feb 2021 64.3K +25.42%	Pages / Visit Feb 2021 2.38 -7.56%	Avg. Visit Duration Feb 2021 02:28 -28.85%	Bounce Rate Feb 2021 67.48% +17.16%
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☒ Direct ☒ Referral ☒ Search ☒ Social ☒ Paid

Branded Traffic Trend ⓘ



WEBSITE AUDIT: Client.COM

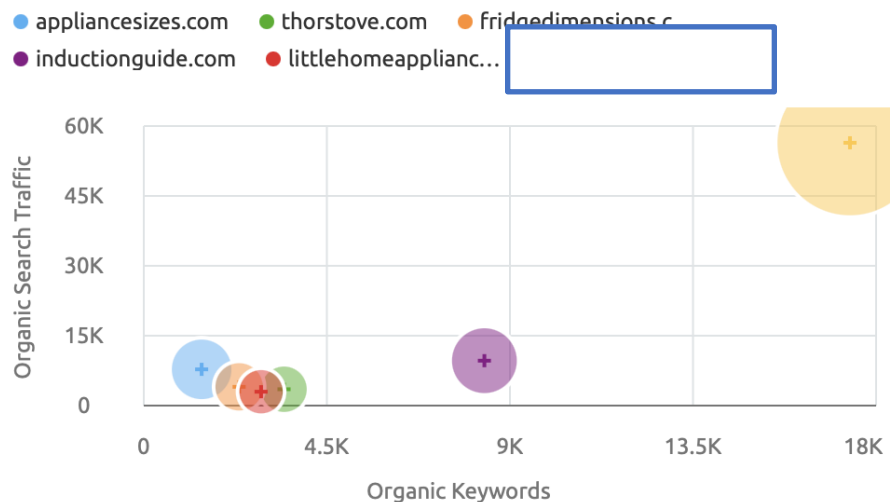
Top Organic Keywords (17,358) ⁱ

Keyword	Pos.	Volume	CPC (USD)	Traffic % [≡]
induction stove ▼	4	40,500	1.51	5.02
induction cooktop ▼	9	74,000	1.02	3.93
how to clean gas stove top ▼	1	4,400	0.42	3.66
<div></div>	1	2,400	0.65	3.40
<div></div>	17	450,000	1.64	3.19

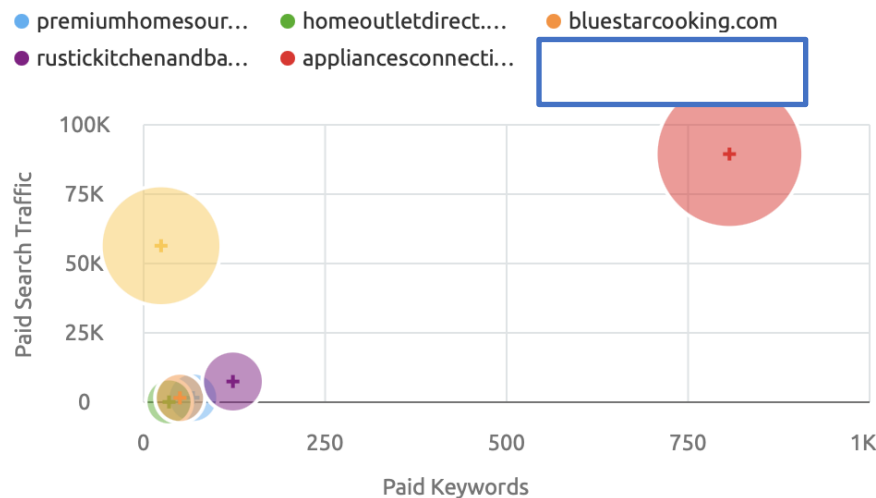
Top Paid Keywords (24) ⁱ

Keyword	Pos.	Volume	CPC (USD)	Traffic % [≡]
<div></div>	1	3,600	0.82	30.01
<div></div>	1	2,400	0.65	19.89
<div></div>	1	1,900	0.98	15.80
<div></div>	1	1,000	0.91	8.34
<div></div>	1	880	1.00	7.28

Competitive Positioning Map ⁱ



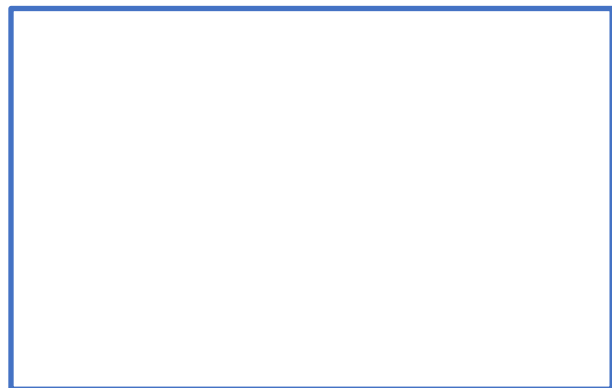
Competitive Positioning Map ⁱ



WEBSITE AUDIT: Client.COM

Indexed Pages *i*

Title & URL



Referring Domains *i*



Domains

Backlinks

Root Domain

IP/Country

Backlinks

142

1,443

[web.app](#)

151.101.65.195

938

[freehostia.com](#)

162.210.102.220

773

116

337

[bestappsfinder.com](#)

172.67.184.244

698

22

66

[ecole-ste-genevieve.fr](#)

142.93.59.211

679

22

122

[farmalon.it](#)

142.93.59.211

625

22

70

Sample Text Ads (24) *i*

Pro-style design. Premium power and performance at an affordable price. Superbly crafted, full-featured, high quality stainless steel. 4pc Suite Under \$5999. High Quality Appliance. Best Customer Service. Pro-style Appliance. Styles: Stainless Steel Gas Range, Gas Range.

Pro-style design. Premium power and performance at an affordable price. Superbly crafted, full-featured, high quality stainless steel. Best Customer Service. Pro-style Appliance. 4pc Suite Under \$5999. High Quality Appliance. Styles: Stainless Steel Gas Range, Gas Range.

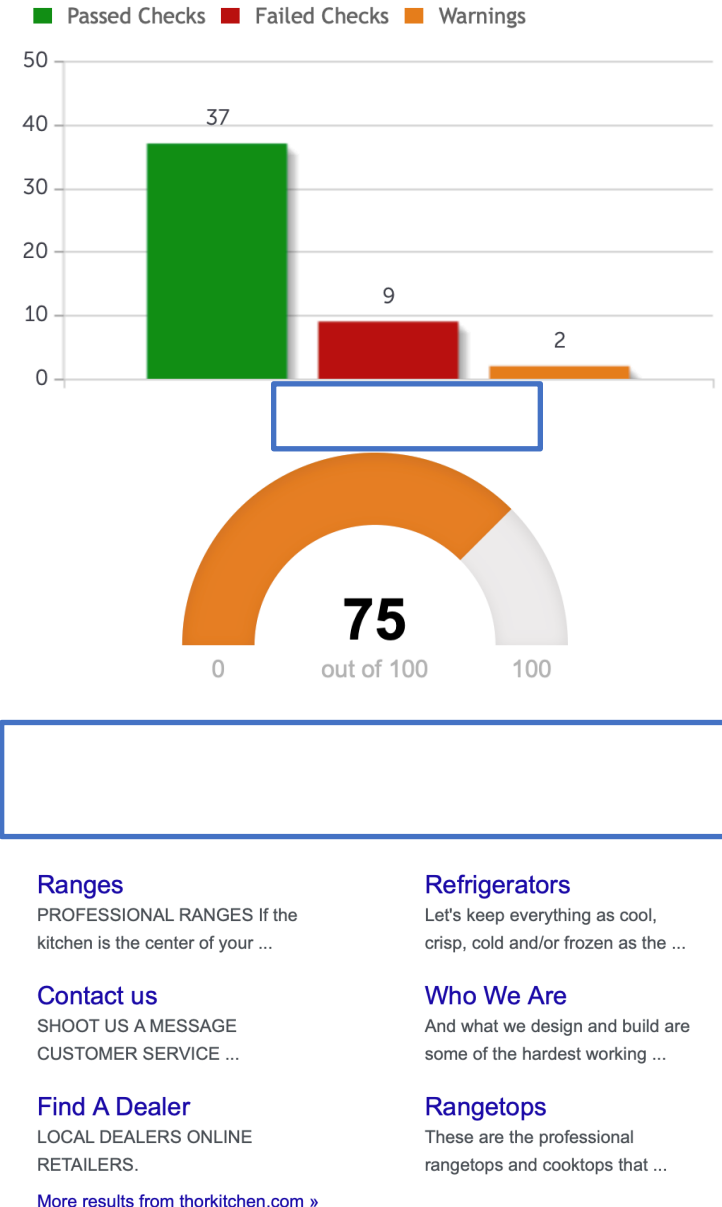
Pro-style design. Premium power and performance at an affordable price. Superbly crafted, full-featured, high quality stainless steel. Best Customer Service. Pro-style Appliance. High Quality Appliance. 4pc Suite Under \$5999. Styles: Stainless Steel Gas Range, Gas Range.

Pro-style design. Premium power and performance at an affordable price. Superbly crafted, full-featured, high quality stainless steel. High Quality Appliance. Pro-style Appliance. Best Customer Service. 4pc Suite Under \$5999. Styles: Stainless Steel Gas Range, Gas Range.

WEBSITE AUDIT: Client.COM

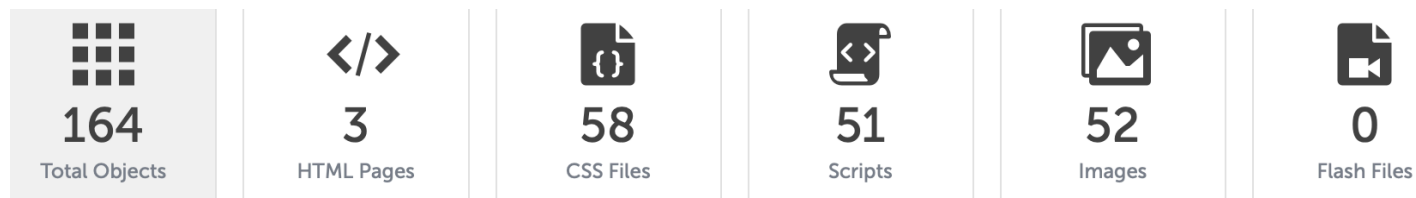
The below checklist can help you achieve better performance in search results:

- Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.
 - > Keyword(s) not included in Title tag
 - > Keyword(s) not included in Meta-Description tag
- Your webpage does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.
H2 headings
 - >
 - >
 - >
- Your webpage is not serving all resources (images, javascript and css) from CDNs.
- Some of your website's JavaScript files are not minified.
- Your webpage is using "img" tags with empty or missing "alt" attribute.
- Your webpage is using inline CSS styles.
- Some of your webpage's CSS resources are not minified.



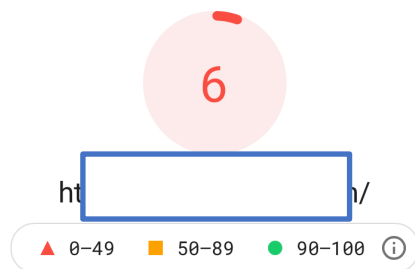
WEBSITE AUDIT: Client.COM

- Your webpage is not serving all resources (images, javascript and css) from CDNs.
- The size of your webpage's HTML is **57.34 Kb**, and is greater than the average size of **33 Kb**. This can lead to slower loading times, [lost visitors](#), and decreased revenue. Good steps to reduce HTML size include: using [HTML compression](#), [CSS layouts](#), [external style sheets](#), and [moving javascript](#) to external files.
- Your website loading time is around **6.97 seconds** and is over the average loading speed which is **5 seconds**.
- Your page uses more than **20 http requests**, which can slow down page loading and negatively impact user experience.



WEBSITE AUDIT: Client.COM

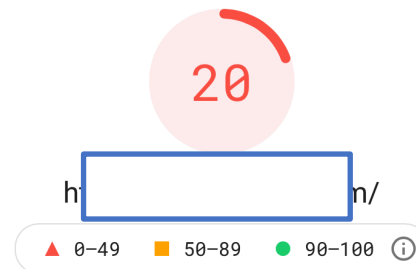
MOBILE



Lab Data

▲ First Contentful Paint 7.8 s First Contentful Paint marks the time at which the first text or image is painted. Learn more.	▲ Time to Interactive 36.1 s Time to interactive is the amount of time it takes for the page to become fully interactive. Learn more.
▲ Speed Index 16.6 s Speed Index shows how quickly the contents of a page are visibly populated. Learn more.	▲ Total Blocking Time 15,480 ms Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more.
▲ Largest Contentful Paint 15.2 s Largest Contentful Paint marks the time at which the largest text or image is painted. Learn More	● Cumulative Layout Shift 0.014 Cumulative Layout Shift measures the movement of visible elements within the viewport. Learn more.

DESKTOP



Lab Data

▲ First Contentful Paint 1.9 s First Contentful Paint marks the time at which the first text or image is painted. Learn more.	▲ Time to Interactive 19.8 s Time to interactive is the amount of time it takes for the page to become fully interactive. Learn more.
▲ Speed Index 7.7 s Speed Index shows how quickly the contents of a page are visibly populated. Learn more.	▲ Total Blocking Time 13,140 ms Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more.
▲ Largest Contentful Paint 2.7 s Largest Contentful Paint marks the time at which the largest text or image is painted. Learn More	● Cumulative Layout Shift 0.013 Cumulative Layout Shift measures the movement of visible elements within the viewport. Learn more.

Opportunities — These suggestions can help your page load faster. They don't **directly affect** the Performance score.

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	14.79 s
▲ Efficiently encode images	6.6 s
▲ Remove unused JavaScript	6.45 s
▲ Eliminate render-blocking resources	6.22 s
▲ Remove unused CSS	1.95 s
■ Minify CSS	0.3 s
■ Avoid serving legacy JavaScript to modern browsers	0.15 s

Diagnostics — More information about the performance of your application. These numbers don't **directly affect** the Performance score.

▲ Minimize main-thread work — 35.5 s	
▲ Ensure text remains visible during webfont load	
▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 7,220 ms	
▲ Some third-party resources can be lazy loaded with a facade — 1 facade alternative available	
▲ Does not use passive listeners to improve scrolling performance	
▲ Image elements do not have explicit width and height	
▲ Reduce JavaScript execution time — 16.1 s	
▲ Avoid enormous network payloads — Total size was 6,665 KiB	
▲ Avoid an excessive DOM size — 1,792 elements	
■ Serve static assets with an efficient cache policy — 4 resources found	
● Avoid chaining critical requests — 106 chains found	
● User Timing marks and measures — 4 user timings	
● Keep request counts low and transfer sizes small — 191 requests • 6,665 KiB	
● Largest Contentful Paint element — 1 element found	
● Avoid large layout shifts — 5 elements found	
● Avoid long main-thread tasks — 20 long tasks found	
● Avoid non-composited animations — 22 animated elements found	

Opportunities — These suggestions can help your page load faster. They don't **directly affect** the Performance score.

Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	1.32 s

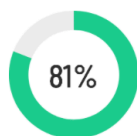
Diagnostics — More information about the performance of your application. These numbers don't **directly affect** the Performance score.

▲ Minimize main-thread work — 31.5 s	
▲ Ensure text remains visible during webfont load	
▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 7,530 ms	
▲ Some third-party resources can be lazy loaded with a facade — 1 facade alternative available	
▲ Does not use passive listeners to improve scrolling performance	
▲ Reduce JavaScript execution time — 14.0 s	
▲ Avoid enormous network payloads — Total size was 6,699 KiB	
▲ Avoid an excessive DOM size — 2,771 elements	
■ Serve static assets with an efficient cache policy — 4 resources found	
● Avoid chaining critical requests — 107 chains found	
● User Timing marks and measures — 4 user timings	
● Keep request counts low and transfer sizes small — 191 requests • 6,699 KiB	
● Largest Contentful Paint element — 1 element found	
● Avoid large layout shifts — 5 elements found	
● Avoid long main-thread tasks — 20 long tasks found	
● Avoid non-composited animations — 16 animated elements found	

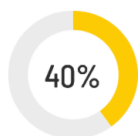
WEBSITE AUDIT: client.com

Your Landing Page Overview

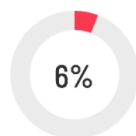
When it comes to landing pages, there's always room for improvement. See how yours is performing across five categories in this personalized report.



Your Design
Score



Your
Advertising
& SEO



Your Page
Speed

Time to First Content Load

Ready... go! 🏁 The first piece of content on your landing page loads in **7.8 s** seconds.

Unbounce's Page Speed Report shows that most visitors will bounce from your page if it takes longer than 3 seconds to load.

Yours loads slower than that, so we'd recommend you try some of the optimizations below.

Time to Useful Content Load

Clock it. 🕒 It takes **12.1 s** seconds to load your page's most meaningful content.

The majority of people say page speed has an impact on whether or not they take action.

Your load time isn't all that quick, so making it faster will give you a better chance to convert.

Page speed recommendations:

[Reduce JavaScript execution time](#)

[Preconnect to required origins](#)

[JavaScript execution time](#)

[Minify CSS](#)

[Defer offscreen images](#)

[Properly size images](#)

[Defer unused CSS](#)

[Speed Index](#)

[First CPU Idle](#)

[Avoids enormous network payloads](#)

[First Contentful Paint](#)

[Serve images in next-gen formats](#)

[Minimize Critical Requests Depth](#)

[Avoids an excessive DOM size](#)

[Preload key requests](#)

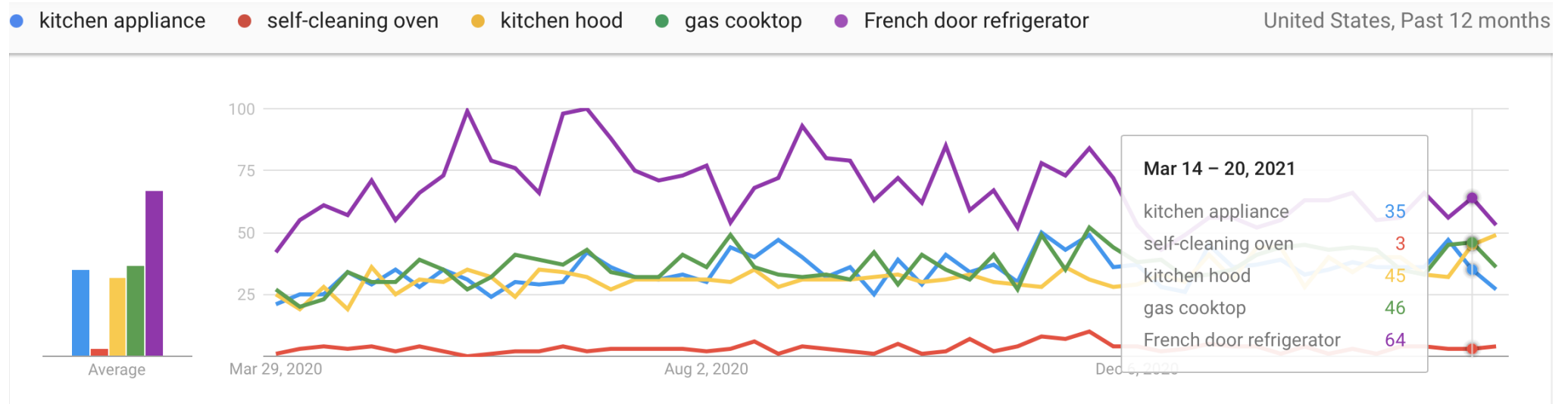
[Minify JavaScript](#)

[Avoid multiple page redirects](#)

[User Timing marks and measures](#)

[First Meaningful Paint](#)

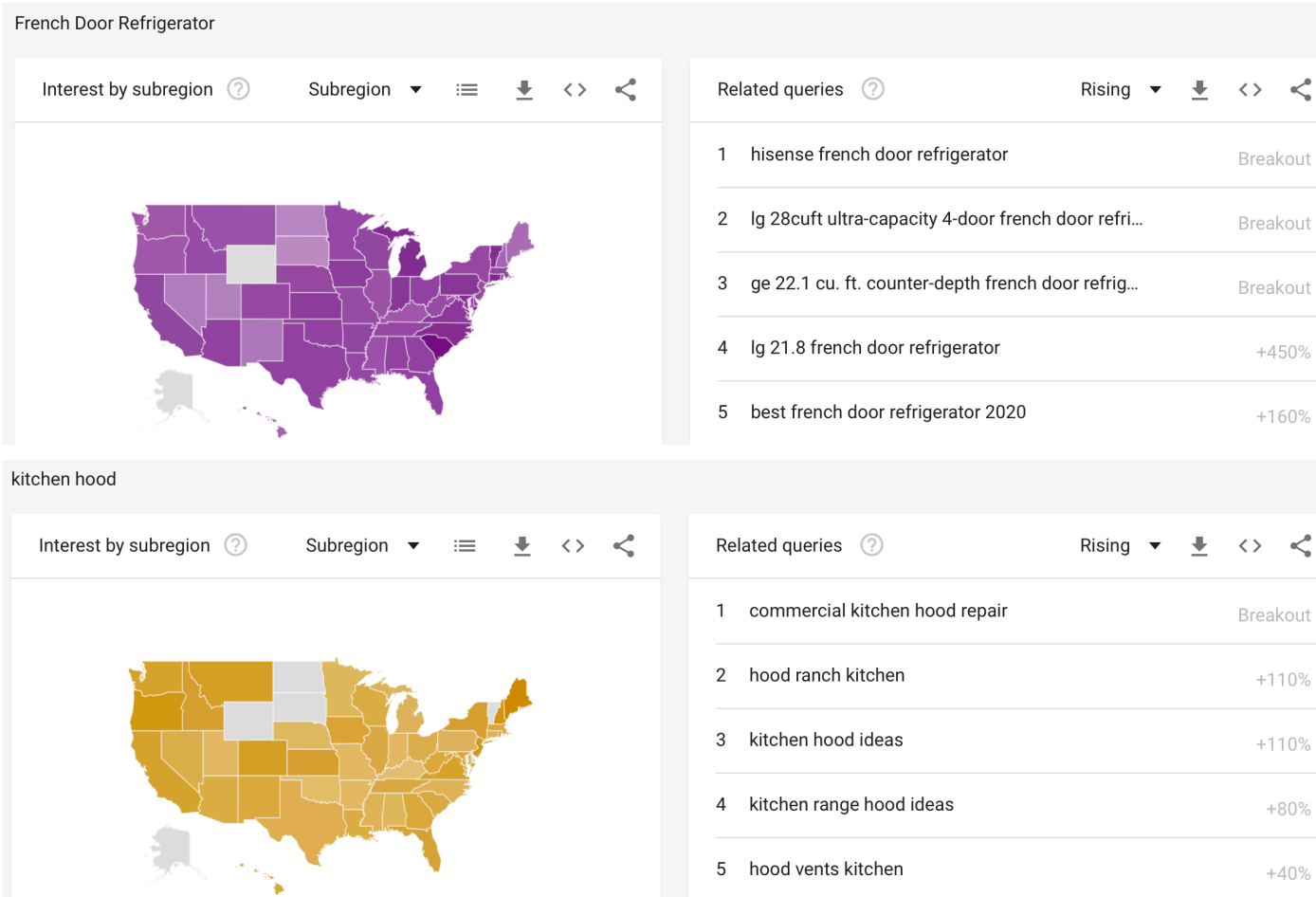
TREND ANALYSIS



“French door refrigerator” has the highest weekly interest rate in the US, follow by “gas cooktop”, “kitchen hood”, “kitchen appliance”, and “self-cleaning oven”.

Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.

TREND ANALYSIS



“French door refrigerator” has majority searches coming from South Carolina, Connecticut, and Vermont.

“Kitchen hood” has majority searches coming from Maine, New Hampshire, and DC.

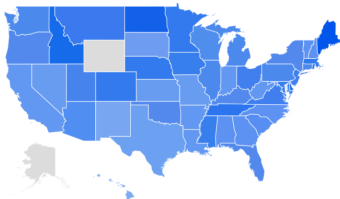
+ 2021 PLANNING

TREND ANALYSIS

kitchen appliance

Interest by subregion ?

Subregion ▼



Related queries ?

Rising ▼

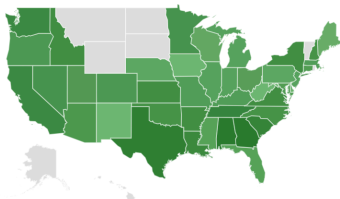


1	kitchen appliance bundle deals	Breakout
2	samsung kitchen appliance packages	+250%
3	ge kitchen appliance packages	+140%
4	kitchen appliance packages on sale	+110%
5	kitchen appliance bundles	+110%

Gas Cooktop

Interest by subregion ?

Subregion ▼



Related queries ?

Rising ▼

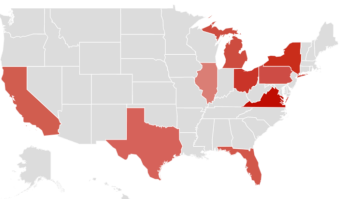


1	samsung 30 inch gas cooktop	+300%
2	wolf 36 gas cooktop	+160%
3	4 burner gas cooktop	+140%
4	kitchenaid 36 gas cooktop	+110%
5	viking 36 gas cooktop	+90%

self-cleaning oven

Interest by subregion ?

Subregion ▼



Related queries ?

Rising ▼



1	self cleaning oven	+180%
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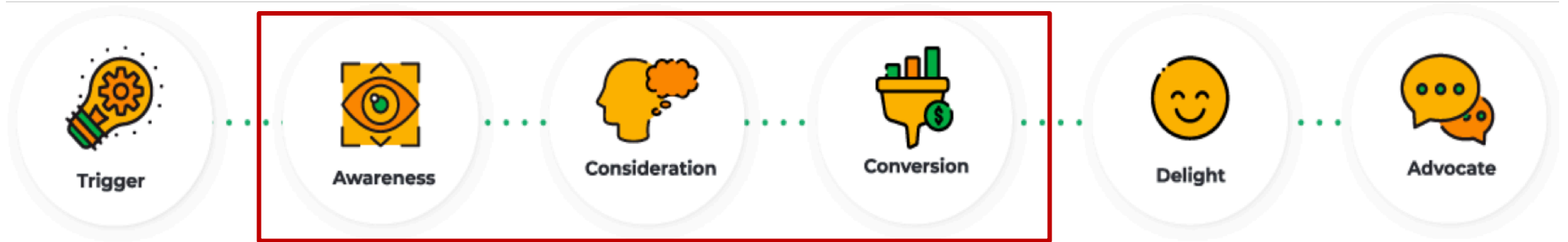
“Kitchen appliance” has majority searches coming from Maine, North Dakota, and Idaho.

“Gas cooktop” has majority searches coming from Alabama, Georgia, and Texas.

“Self-cleaning oven” has majority searches coming from Virginia, New York, and Ohio.

MAPPING YOUR CUSTOMER JOURNEY

- Priority: **New leads**
- Focus steps: **Awareness, Consideration, Conversion.**



LET'S BUILD YOUR PERSONAS

Joe: A Young Chef



32 years old | In a relationship | California

Home type
Studio

Favorite food
Barbecue

Joe is a young cook, he started exploring various recipes ten years ago when he was still in college. Joe enjoys food at Michelin star restaurants in the city, but also likes to recreate some of those best dishes by himself at home. Joe often watches cooking shows and explores YouTube for more great recipes. Joe is in the midst of buying his first house and is planning his kitchen appliances set up.

Technology adopter

Smart appliances

Red wine

House buyer

Urban

Cooking shows

YouTube recipes

Foodie

Michelin restaurants

“ Help me determine the right temperature and time controls

Goals

- Full set kitchen appliances for the new house purchase
- Easily check availability in-store, see special offers

Decision criteria

- Customer reviews, referrals
- High-tech features
- Special offers

Technology



Social networks



Pain points

- Choosing a cooktop to match the cooking style
- Delivery times
- Ensure products are available locally
- Cleaning
- Matching designs

Influence

- Colleagues and friends
- Social media
- Cooking shows
- Chefs / Influencers
- Foodie community

Likes

- Compare products
- Double oven
- Side by side refrigerator
- Touchscreen
- Voice control
- Air Fry Mode

AD TARGETING

Age

- 30-45

Gender

- Male

Location

- United States of America

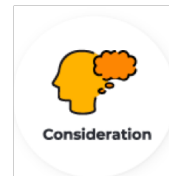
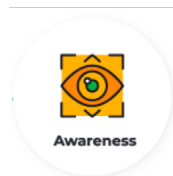
Target platforms

- Facebook
- Instagram
- TikTok
- YouTube
- Google

Interests

- difference between range and stove
- best slide in gas range 2020
- cook stoves for sale
- 3 plate gas burner for sale
- gas stove online purchase
- how to switch from electric to gas stove
- double hob gas cooker
- stainless steel oven and hob package
- what's a range cooker
- best 90cm induction range cooker
- grey gas cooker
- gas cooker deals

MAPPING YOUR CUSTOMER JOURNEY - JOE



Ad Targeting settings	Mobile - Tablet - Desktop: 85-5-10 (%) impressions distribution. Re-marketing to industry websites, SERP keyword searches, lookalike audiences.	Re-marketing to competitor brand name search queries + visitors to own website + social media followers. <i>(re-marketing segments details follow)</i>	
Touchpoints	Mentions in lifestyle / home & garden / cooking publications and magazines, social media; native ads; influencers; word of mouth; video ads; Location targeted ads, TV; Blog.	Top ratings and review sites; Influencer reviews; Product landing pages; Google search; FAQs; Live chat; Email.	Website; Email; Social lead generation ads; Desktop & mobile notifications; SMS; Exit intent popup; Lead magnets; Live chat.
Content direction	Influencer marketing campaigns focused on the ease of use; Video reviews; TV shows; Email drip campaigns; Cooking recipes and infographics; Free pizza cooking class; National Food Day celebrations; Video-Guided Cooking Techniques	Complete the look; Find a store; Quiz: Appliance Finder; Compare products; Product reviews	Free 10-Piece Cookware Set; Shop and save now; Frequently bought together; Sign up to get XX% off on all appliances; Free installation; Professional in-home delivery
Budget allocation	35-25%	25-43%	20-30%
KPI Metrics	Impressions, Video views, Brand mentions, CPM, CPV, CPC	Website visits, CTR, Search ranking, Keywords ranking, Average session duration, Bounce rate	Conversion rate, CPA, # New leads
Paid channels	Facebook ads (video + stories); Instagram ads (video + stories); Google ads (display + video); TikTok ads; Native ads (Taboola, Outbrain); TV; Influencer marketing; Sponsored content	Facebook + Instagram ads (carousel ads, collection ads); Google ads (text + display + shopping)	Remarketing via Facebook + Instagram + Google + SMS; Facebook lead generation ads
Organic channels	Content contributions; Press mentions; YouTube, Instagram; Facebook; TikTok; Blog	Email; FAQ; Website; Live chat; Push notifications	

MAPPING YOUR CUSTOMER JOURNEY - JOE



Awareness



Consideration



Conversion

Focus keywords	difference between range and stove, best slide in gas range 2020, cook stoves for sale, 3 plate gas burner for sale, gas stove online purchase, how to switch from electric to gas stove, double hob gas cooker, stainless steel oven and hob package, what's a range cooker, best 90cm induction range cooker, grey gas cooker, gas cooker deals, range cooking equipment, built in gas oven and hob packages, best price stoves range cookers, oven and hob deals, 30 inch retro stove, double oven and hob, how many watts is a gas stove, how much does a stove weigh, oven with hob on top, oven hob packages, side opening gas oven	
Content opportunities	Learn how to use oven rack to your advantage xx TIPS FOR LOADING THE DISHWASHER xx Places you should clean in your kitchen xx Chocolate recipes to try xx Restaurant hacks for takeout dishes at home xx DO'S AND DON'TS TO STORE FOOD WELL xx Chef Soup Recipes To Try This Fall xx EFFECTIVE KITCHEN STORAGE TIPS xx FAST DINNER IDEAS FOR MEALTIME IN XX-XX MINUTES xx Kitchen Storage Ideas xx Grill cooking tips from the pros xx Ways To Make The Most Of Your Fridge Space HOW TO DEEP CLEAN AND SANITIZE YOUR REFRIGERATOR xx FRIDGE CLEANING TIPS xx FOODS YOU SHOULD NEVER REFRIGERATE xx SURPRISING FOODS YOU CAN SAFELY STORE IN THE FREEZER	Will this range fit in my kitchen? What types of burners are available? What is a double-oven range? What fridge colors are available? What is a free-standing range? Do I need a gas or electric stove? What kind of drawer does my range have? CAN AN INDUCTION COOKTOP REPLACE EXISTING COOKTOPS? CAN THE INDUCTION COOKTOP BE INSTALLED IN COMBINATION WITH A WALL OVEN? IS THE COOKTOP EASY TO CLEAN? Special Offer on Chantal® Cookware Take a quiz to help find the best kitchen appliances set for your lifestyle Find available rebates on select products in your area Sign up to get XX% off on all appliances

LET'S BUILD YOUR PERSONAS

Rob: A Cook By Nature



49 years old | Married | Nevada

Home type

House

Favorite food

Burrito

Rob liked to cook all his life. He likes trying international cuisine, but always enjoys traditional hispanic food. Rob is a cook in the house, he has four children. While Rob enjoys cooking, he would only do that when he is home after work or on weekends. He enjoys having family get-together's over weekends in the backyard and good food. Rob is currently remodeling their house and is looking for better kitchen alternatives.

Hispanic

Traditional

Suburbs

Remodeling

Foodie

Family

Recipe books

International cuisine

Gardening

Price sensitive

Technology



Social networks



“

Mastering gourmet recipes and new cooking techniques

Goals

- Explore kitchen appliances for house remodelling with a single kitchen and four refrigerators
- Easily check availability in-store, see special offers

Decision criteria

- Referrals
- Customization options
- Special offers

Pain points

- Limited customization options
- Ensure products are available locally
- Cleaning
- High cost for buying multiple appliances

Likes

- Freestanding oven
- Stainless steel
- Fingerprint resistant
- Fit guarantee
- Rewards

Influence

- Colleagues and friends
- Family
- Cooking shows
- Chefs / Influencers
- Interior designer
- Tier 1 media

AD TARGETING

Age

- 45-60

Gender

- Male

Location

- United States of America

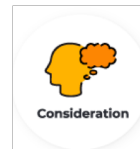
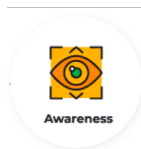
Target platforms

- Facebook
- Instagram
- YouTube
- Google
- Native ads

Interests

- range cooker with gas and induction hob
- range side burner
- big range cooker
- black 90cm oven
- best price range cookers
- extra large range cookers
- non electric cooking appliances
- freestanding oven and hob
- gas range with pizza oven
- steel range cookers
- what is the best 90cm range cooker
- electric oven hob hood packages

MAPPING YOUR CUSTOMER JOURNEY - ROB



Content direction	Influencer marketing campaigns focused on the quality of Client appliances; TV shows; Chef interviews in industry publications and magazines; Design your own kitchen; Chef community; Kitchen Photo Gallery	Find a store; Compare products; Product reviews; 2021 Lookbook; Browse Customization Options	Free 10-Piece Cookware Set; Shop and save now; Frequently bought together; Sign up to get XX% off on all appliances; Free installation; Professional in-home delivery
Budget allocation	25-35%	35-45%	20-30%
Paid channels	Facebook ads (video + stories); Instagram ads (video + stories); Google ads (display + video); Native ads (Taboola, Outbrain); TV; Influencer marketing; Sponsored content	Facebook + Instagram ads (carousel ads, collection ads); Google ads (text + display + shopping)	Remarketing via Facebook + Instagram + Google + SMS
Organic channels	Content contributions; Press mentions; YouTube, Instagram; Facebook	Email; FAQ; Website; Live chat; Push notifications; Phone line	
Focus keywords	range cooker with gas and induction hob, range side burner, big range cooker, black 90cm oven, best price range cookers, extra large range cookers, non electric cooking appliances, freestanding oven and hob, gas range with pizza oven, steel range cookers, what is the best 90cm range cooker, electric oven hob hood packages, propane kitchen appliances, range cooking equipment, black ceramic range cookers, best price stoves range cookers, restaurant gas range for home use, black freestanding electric cooker, range cooker with lid, pro series stoves, gas double oven cookers freestanding, oven and hob deals, double oven and hob, large range cooker, oven with hob on top, oven hob packages, side opening gas oven		
Content opportunities	What's for dinner? xx Authentic Recipes from Around the World xx Exciting Yet Easy Global Recipes To Shake Up Your Dinner Routine xx International Weeknight Dinner Ideas xx Recipes That Transport Us to Every Corner of the Globe	Homeowners Say These xx Kitchen Appliance Brands Are Best Best Kitchen Appliances Made in America Perfect your kitchen to the detail: Browse Client Appliances Customizations What Are The Most Reliable Home Appliance Brands for 2021? Find available rebates on select products in your area Sign up to get XX% off on all appliances	

LET'S BUILD YOUR PERSONAS

James: Like The Luxury



45 years old | Divorced | Washington

Home type

Loft

Favorite food

Pasta

James is looking to buy his next property and is choosing various house appliances, including the kitchen. James enjoys high end finishes, American Made brands, and luxury living. James does not mind spending a little extra on getting the best quality and looks.

Italian cuisine Urban House buyer Foodie Michelin restaurants
Red wine Smart appliances Induction cooking Touch controls

“ Alexa, set oven to bake

Technology



Social networks



Goals

- Find best quality smart kitchen appliances for a new house

Pain points

- Limited customization options
- Cleaning
- Connecting appliances
- Data and product security

Influence

- Friends and family
- Cooking shows
- Chefs / Influencers
- Interior designer
- Tier 1 media

Decision criteria

- Ratings, referrals, awards, and certificates
- Customization options
- Hands-free voice control of the appliances
- Easy to clean

Likes

- Dynamic cooking modes
- In-oven camera
- Touch controls
- Self clean oven
- Premium finishes
- Mobile app control

AD TARGETING

Age

- 30-60

Gender

- Male

Location

- United States of America

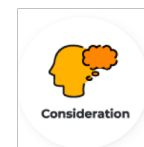
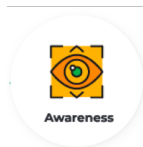
Target platforms

- Facebook
- Instagram
- Twitter
- YouTube
- Google
- Native ads

Interests

- premier pro series stove
- high end stoves and ovens
- best slide in induction range 2020
- american standard oven
- premier apartment size stove
- best luxury induction range
- pro style kitchen appliances
- best luxury stoves
- high end stoves
- american made gas ranges
- high end cooking range
- luxury range stove

MAPPING YOUR CUSTOMER JOURNEY - JAMES



Content direction	Influencer marketing campaigns focused on the premium features of Client appliances; TV shows; Chef interviews in industry publications and magazines; Design your own kitchen; Chef community; Kitchen Photo Gallery; Cooking recipes and infographics; Video-Guided Cooking Techniques	Top kitchen appliances reviews; Compare products; 2021 Lookbook; Browse Customization Options	Frequently bought together; Professional in-home delivery; Complete the look
Budget allocation	35-25%	25-35%	20-30%
Paid channels	Facebook ads (video + stories); Instagram ads (video + stories); Google ads (display + video); Native ads (Taboola, Outbrain); TV; Influencer marketing; Sponsored content; Press	Facebook + Instagram ads (carousel ads, collection ads); Google ads (text + display + shopping)	Remarketing via Facebook + Instagram + Google + SMS
Organic channels	Blog; Content contributions; Press mentions; YouTube; Instagram; Facebook	Email; FAQ; Website; Live chat; Push notifications; Phone line	
Focus keywords	american made gas ranges, high end stoves, best luxury stoves, expensive stove brands, high end cooking range, high end stove with red knobs, most expensive oven brand, unique gas stove, vintage style range, expensive kitchen ranges, american range knobs, high end oven brands, luxury stove, restaurant stove brands, luxury range stove, high end stove brands, best luxury gas stove, restaurant gas range for home use, american made stoves, us range stove, best range cookers, pro series stoves, high end oven range, slide and hide oven usa, integrated double oven with sliding door, luxury gas range brands, black and gold range cooker, built in double electric oven and gas hob packages, new world built in gas oven and grill white, next gas cookers, white star gas stove, american oven brands, best luxury oven brands, pro style kitchen appliances, best luxury induction range, high end stoves and ovens, best slide in induction range 2020		
Content opportunities	When should you use the oven's convection setting? HOW INDUCTION COOKING WORKS HOW DOES INDUCTION COOKING DIFFER FROM COOKING WITH GAS OR RADIANT COOKTOPS? WHAT SHOULD BE USED TO CLEAN THE INDUCTION COOKTOP?	The Top 10 Best Kitchen Appliance Brands xx Best Kitchen Appliances Made in America Best American Made Appliance Brands Explore xx premium kitchen finishes	

FACEBOOK AD TARGETING

Location - Living In: United States

Age: 30 - 60

Gender: Male

Language: Spanish (All) or English (US)

People Who Match: Interests: Baking, Recipes, Barbecue, Cooking, Cooking Recipes, I love cooking, Cooking At Home or Cooking and Baking

And Must Also Match: Interests: Wine, Food & Wine, Wine tasting, Red wine, Wine cellar, Wine & Spirits, Wine and food matching or Wine bar

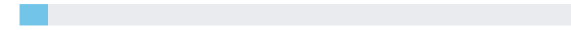
And Must Also Match: Interests: Home Appliances, Home improvement, Gardening, Furniture, Renovation, Remodeling My Home, Remodeled (TV series), Remodeling My House, Cooking show, Chef or Home Chef

Detailed Targeting Expansion: On

Estimated Daily Results

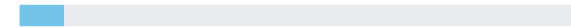
Reach ⓘ

10K - 30K




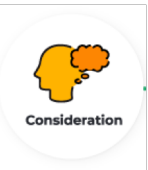
Link Clicks ⓘ

245 - 714



Potential Reach: **38,000,000 people**

CAMPAIGN CONSIDERATION

	Joe	Rob	James
 Awareness	<p>INSTAGRAM STORY: A Look Inside Famous Chefs Home Kitchen</p> <p>VIDEO: XX Chef Favorite Recipes You Can Start With Today</p>	<p>MAGAZINE FEATURE: A Look Inside Famous Chefs Home Kitchen</p> <p>VIDEO: XX World Cuisine Recipes From The Pros</p>	<p>PRESS American Pro Chefs Talk About Home-Kitchen Design</p>
 Consideration	<p>INFOGRAPHIC: Do I need a gas or electric stove?</p>	<p>GUIDE: Designing Your Dream Kitchen</p>	<p>RATINGS & REVIEWS: xx Best Kitchen Appliances Made in America</p>
 Conversion	<p>QUIZ: Find the best kitchen appliances set for your lifestyle</p>	<p>SPECIAL OFFER: Sign up today to get XX% off on all appliances</p>	<p>DOWNLOAD: 2021 Kitchen Lookbook</p>

COPY CONSIDERATION

Make it your way

From refrigerators and wine coolers to ice makers, ranges, rangetops, cooktops, ovens, dishwashers, and more, make it your way.

Keep your food fresher for longer

Get more from your refrigerator with built-in, adjustable humidity controls.

A complete kitchen

With everything you need from a range to an oven, a fridge to a dishwasher.

Make it your way

Upgrade your kitchen

Upgrade your kitchen with the latest appliances from THOR.

Make the impossible. Possible.

Refrigerators, wine coolers, and ice makers

Refrigerators and built-in ice makers are more convenient than ever with automatic ice makers, integrated water dispensers, and even WiFi-enabled controls.

Celebrating XX Years

We've been providing award-winning kitchen design and appliances for XX years with an unrivaled selection of refrigerators, wine coolers, ranges, rangetops, cooktops, ovens, dishwashers, and more.

Choose the perfect refrigerator

Shop for refrigerators and freezers in a variety of styles.

Make a statement

For the chef who wants it all

For the cook who wants a kitchen that's as smart as they are.

For the chef, from the chef

With products that help you cook better, live better, and love every meal is why we've been making great kitchen appliances for over XX years.

Creating an open kitchen

Thoroughly designed, feature-rich appliances that emphasize design and quality.

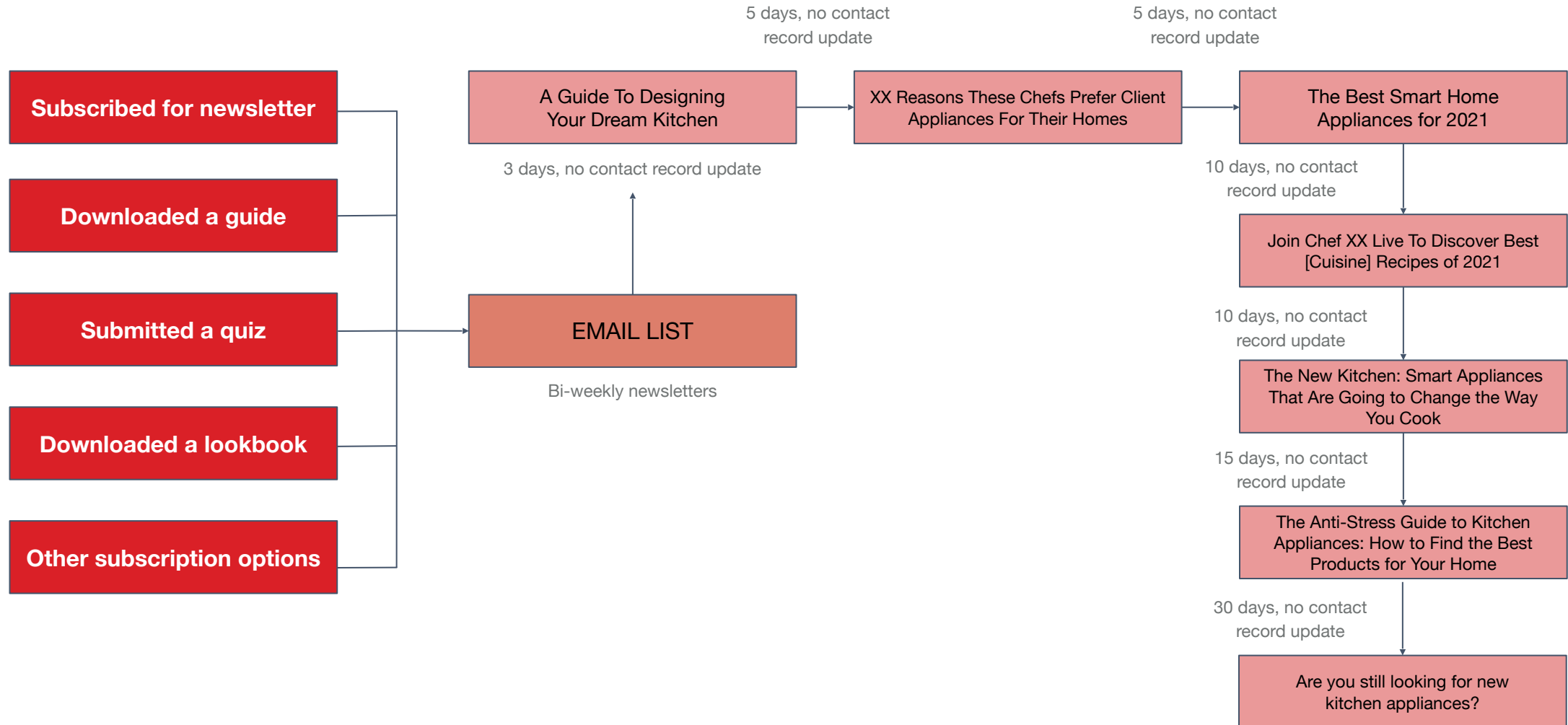
Better cooking

The most advanced cooking technology in the world.

The home of the future

It's not a dream. It's a smart kitchen with the appliances and technology you need to cook just the way you want.

EMAIL SAMPLE WORKFLOW



DETAIL AND LINKS TO RESOURCES

CONTENT CONTRIBUTION OPPORTUNITIES:

<https://www.nytimes.com/wirecutter/appliances/>
<https://www.goodhousekeeping.com>
<https://www.thespruce.com/appliance-reviews-4690212>
<https://www.reviewed.com>
<https://www.toptenreviews.com>
<https://www.consumeraffairs.com>
<https://www.bestproducts.com>
<https://www.self.com>
<https://www.hgtv.com/design/rooms/kitchens/>
<https://www.insider.com>
<https://www.allrecipes.com>
<https://today.yougov.com/ratings/consumer/fame/appliance-brands/all>
<https://www.foodnetwork.com>
<https://luxatic.com>

COMMUNITIES:

[r/HomelImprovement](#)
[Real Men Who Can Cook](#)
[Hell's Kitchen Fan Group](#)

PODCASTS:

[Chef Charles Carroll | Podcast by a Professional Chef](#)
[Gravy Podcast | Southern Foodways Alliance](#)
[Turning Chickens and Breaking Dishes](#)
[Chefpreneur Podcast](#)
[Cooking Up A Podcast](#)
[Good Food](#)
[One Million Stringbeans Podcast](#)
[Yes Chef with Chad Kubanoff](#)

PUBLISHERS:

<https://www.foodandwine.com>
<https://www.177milkstreet.com/magazine>
<https://www.tasteofthesouthmagazine.com>
<https://www.loghome.com>
<https://www.thisoldhouse.com>
<https://www.mountainliving.com>
<https://byo.com>
<https://www.wineenthusiast.com>
<https://www.foodnetwork.com/magazine>

INFLUENCERS

[@vinnyguadagnino](#)
[@foodbeast](#)
[@jasonpostonpro](#)
[@robertsandberg](#)
[@grillinfolks](#)
[@bradley_martyn](#)
[@duffgoldman](#)
[@dbelicious](#)
[@fitmencook](#)

A FEW HACKS TO POWER UP YOUR MARKETING

- **Ads:**
 - Run your Google, Microsoft, and Facebook ads [all in one place](#)
 - [Retarget visitors](#) of other relevant websites
 - Retarget website visitors by time spent on site
- **Content:**
 - Get your product reviewed by top bloggers with [GetReviewed.org](#) and [Easy Bloggers](#)
 - Instantly [transform your content](#) into unique video, audio, stories & collections
 - Seed your website with [personalised content](#)
- **Mobile:**
 - Use [reaim.me](#) to reach your audience via push notifications on their mobile devices
 - Consider [Datum](#) for hyper-targeted mobile ads
 - Browse through [this great collection](#) of SMS marketing best practices
 - Consider tools such as [Trumpia](#) for automating SMS triggers and marketing campaigns
- **Conversion optimization:**
 - Add a live chat option on the website. You can use tools such as [Freshchat](#)
 - Add lead capturing options to the website, i.e. downloadable recipes, brochures, newsletter updates
 - Add an exit intent popup with a sign up field in return for a special offer. You can use tools such as [HelloBar](#)
 - Apply geo-detection on your website to recommend the closest store location to your customers

WEB REMARKETING OPPORTUNITIES

Clicked FIND A DEALER on the website in the past 30 days (excl. current customers and location visits)

Viewed a landing page for more than 120 seconds, but did not click FIND A DEALER in the past 30 days (excl. current customers and location visits)

Viewed a landing page for less than 120 seconds, but did not click FIND A DEALER in the past 30 days (excl. current customers and location visits)

Viewed a blog page in the past 15 days, but did not click FIND A DEALER (excl. current customers and location visits)

Followed on Facebook / Instagram / YouTube in the past 15 days, but did not click FIND A DEALER (excl. CRM database and location visits)

Engaged with a post on Facebook / Instagram in the past 15 days, but did not click on FIND A DEALER (excl. CRM database and location visits)

Follows competitors on social media but did not click FIND A DEALER in the past 30 days (excl. current customers and location visits)

People who receive email communication from competitors via Gmail / Yahoo Mail ads (excl. current customers and location visits)

Location visits with interest in Cooking, Home & Garden (excl. current customers)

FACEBOOK REMARKETING OPPORTUNITIES

- **Campaign 1:**
 - Include
 - 5-day Facebook page engagers
 - 5-day Instagram page engagers
 - 5-day video viewers, minimum 10 second watch time
 - 5-day website visitors
 - Exclude
 - Current customers
 - This campaign uses tight time windows so the audiences will be super hot – not just warm – but the audience sizes will be small. Expect these recent interactions with your website, videos, and pages to yield a good ROI.
- **Campaign 2:**
 - Include
 - 5-day location visits / demographic and interest targeting
 - Exclude
 - Current customers
 - As this target group has already visited one of your dealers / store locations, they are more familiar with the brand which would eventually result in higher conversion. Make sure to put a frequency cap to 1 view/day, as Facebook tends to multiply the impression frequency for the customer remarketing segments.
- **Campaign 3:**
 - Include
 - Lookalike audience (1%) of the last 90-day customers
 - Exclude
 - Current customers
 - Campaign 1 & 2 targeting

WHERE TO START, WHAT TO FOCUS ON

SETTING UP	PRODUCTION	SOFT LAUNCH	FULL LAUNCH
REMARKETING >>			
<ul style="list-style-type: none">• Create content:<ul style="list-style-type: none">• Digital ad copy• SMS and mobile notification• TikTok clips• Instagram stories• Email campaigns• Blog pages• Landing pages• Set up email workflow• Set up re-marketing audiences• Initiate campaigns development• Contact publishers, PR, podcast hosts, and media• Contact influencers• Get listed on review sites	<ul style="list-style-type: none">• Develop dedicated campaign materials and media: videos, quizzes, infographics, guides, influencers media assets, lookbooks• Set up native advertising• Update website:<ul style="list-style-type: none">• Technical SEO• Add exit intent popups• Add content pages• Add a live chat• Add landing pages	<ul style="list-style-type: none">• First set of campaigns go live:<ul style="list-style-type: none">• initial tests launched first, then learn & iterate• digital: social, external sites, re-marketing, mobile notifications, blog, email campaigns, influencer campaigns, social take-over campaigns with influencers.• Ongoing monitoring, responding, reporting & optimization	<ul style="list-style-type: none">• Second wave of campaigns go live:<ul style="list-style-type: none">• digital: video, digital ads, media publishers, native ads, PR, SMS marketing.• Ongoing monitoring, responding, reporting & optimization

TRACK AND ANALYZE PERFORMANCE

	Benchmark	Actual
Website: <ul style="list-style-type: none">• Unique visits• Bounce rate• Average session duration• Conversion rate• Organic website visits	- 32% 20m 2% 85%	
Email: <ul style="list-style-type: none">• Open rate• CTR• Unsubscribe rate	21.6% 3.03% 0.35%	
Social: Facebook <ul style="list-style-type: none">• Engagement rate• CTR• Followers	0.06% 0.7% 75k	
Ads: <ul style="list-style-type: none">• CPC• Conversion rate• CTR	\$0.6 - \$2.94 0.43% - 2.70% 0.49% - 2.44%	

CAMPAIGN BUDGET: \$2,000 - \$10,000

In \$ USD	Budget (low end)	Budget (high end)	Actual
Paid search	\$500	\$2,000	
Paid social	\$500	\$2,000	
Remarketing	\$500	\$1,500	
Native ads	\$500	\$500	
Tools	-	\$350	
SEO	-	\$500	
PR	\$1,000	\$2,000	
SMS marketing	-	\$1,000	
Influencers and affiliates	\$500	\$2,000	



Client - 2021 Planning